The Influence of Lifestyle, Product Quality, and Social Media Marketing Promotion on Purchase Decisions at Lain Hati Coffee Café

Hukmu Adam Mulawarman
Bachelor of Management Study Program, Faculty of Economics and Business, Mercu Buana University, Jakarta, Indonesia

Ririn Wulandari
Master of Management Department, Faculty of Economics and Business, Mercu Buana University, Jakarta, Indonesia

Abstract: This study aims to examine and analyze the Influence of Lifestyle, Product Quality, and Social Media Marketing Promotion on Purchasing Decisions at Cafe Kopi Lain Hati. The independent variables consist of Lifestyle, Product Quality, and Social Media Marketing Promotion. The dependent variable is Purchasing Decision of consumers of Kopi Lain Hati. The population in this study were consumers of Kopi Lain Hati in West Jakarta. The sample was 140 respondents. The data analysis technique used in this study was the Component or Variance Based Structural Equation Model. Hypothesis testing is shown from the inner model, where the instrument test was previously carried out. Data were collected by distributing questionnaires to consumers and processed using the Smart PLS 3.0 program. The results of this study are that Lifestyle has a positive and significant effect on purchasing decisions, Product Quality has a positive and significant effect on purchasing decisions, and Social Media Promotion has a positive and significant effect on purchasing decisions. The results of the study are used as a basis for compiling marketing strategies, especially at Cafe Kopi Lain Hati, as well as marketing strategies for similar companies.

Keywords: Lifestyle, product quality, media marketing promotion, purchasing decisions

Introduction

Coffee has become a very popular drink in the world, including in Indonesia. In fact, until the end of 2021, Indonesia was recorded as the country with the fifth largest coffee consumption in the world with a total of 5 million 60-kilogram bags, according to data from the

International Coffee Organization (ICO). Not only that, based on the Indonesian Statistics report, coffee production in the country was reported to have increased by 1.62% or 774.6 thousand tons. This indicates that the coffee industry continues to grow and has great potential for the Indonesian economy. Based on this, the coffee shop business will continue to shine in the coming year. (International Coffee Organization (ICO)). The following is the sales volume of ready-to-drink coffee (Figure 1).
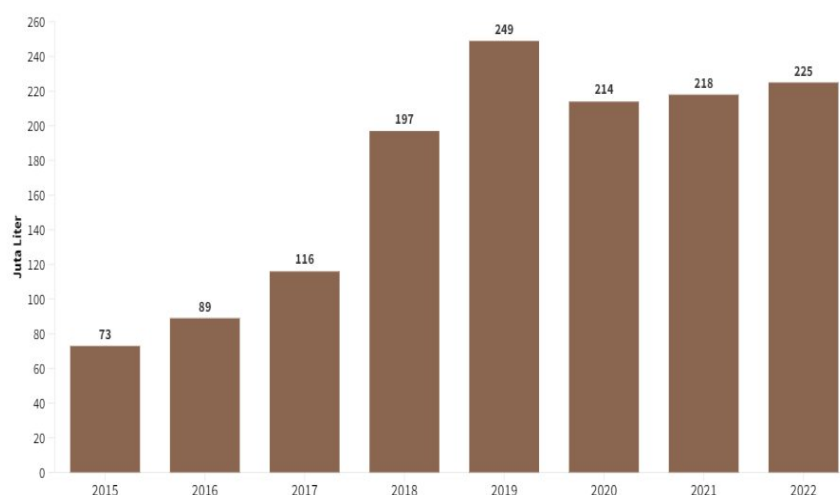
Figure 1 Ready to Drink/ RTD of Coffee in Indonesia

Based on Figure 1, the trend is visible, the sales volume of ready-to-drink coffee has continued to increase from 2015 to 2019. However, the figure fell in 2020 due to the Covid-19 pandemic. Two years later, the sales volume of RTD coffee increased again. Sales of ready-to-drink coffee are also expected to recover in 2023 to pre-pandemic levels. The development of the coffee business is a very interesting phenomenon to study for researchers, especially in the current era of globalization. This has resulted in the level of competition in the coffee business becoming increasingly tight, and types of coffee businesses are also competing in Indonesia in attracting consumers. Thus, the coffee business is one of the businesses that is rapidly increasing and contributing to the national economy. Many cafes have emerged with their main product being coffee. Kopi Lain Hati is one of the newcomer coffee shops that can be considered in the world of coffee. This coffee cafe is a franchisee cafe, first established since March 2018 until now. Here are some competing brands that are around Cafe Kopi Lain Hati, namely in Figure 2.
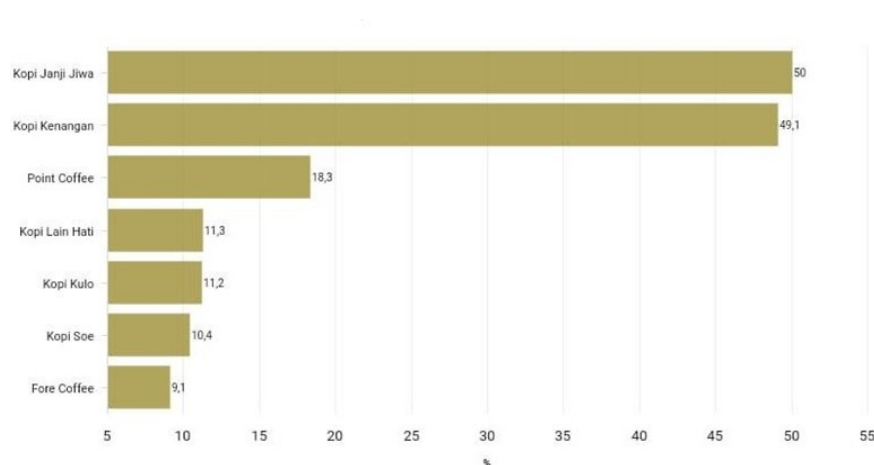
Figure 2 Data on Competitors for the Other Heart Coffee Shop Brand (2021-2023)

Based on the Top Brand Award, Kopi Janji Jiwa is the most popular local coffee shop with a proportion reaching 50%. Kopi Kenangan (49.1%), Point Coffee (18.3%), Kopi Lain Hati (11.3%), Kopi Kulo (11.2%), Kopi Soe (10.4%), and Fore Coffee (9.1%). Kopi Lain Hati is ranked 4th compared to its competitors. This needs to be further studied the reason why Kopi Lain Hati has not been able to rank higher. Thus, it is necessary to further study and research the factors that cause consumer purchasing decisions. In a study conducted by Indah Nurfajar and Tengku Syarifah (2022) Lifestyle, Price and product quality influence purchasing decisions. According to (Choi & Feinberg, 2021) lifestyle generally refers to behavioral patterns that reflect the choices, habits, and values adopted by individuals or groups in their daily lives. Christania A.S Wowor (2021) also conducted a study on lifestyle in purchasing decisions at Kopi Janji Jiwa in Manado City, which emphasized the important role of lifestyle as a person's lifestyle expressed in their activities, interests, and opinions. Lifestyle describes a person's whole self in interacting with their environment.

The results of Wibowo and Rusminah's (2021) study show that product quality is one of the important benchmarks for a company's success, because with good product quality, the company will be able to compete with its competitors. Companies must also make new innovations to the products they offer because consumers tend to be critical of products on the market. If the quality of the product offered is good and trusted by consumers, the product will always be embedded in the minds of consumers because consumers are willing to pay a certain amount of money to buy the product offered. Prajasantana et al.'s (2021) study found that Product Quality Product quality also influences consumers when deciding to make a purchase. They must maintain consistency in taste where the order is placed and how the quality of their product is maintained, which ultimately influences purchasing decisions. In addition, previous research conducted by Amelia and Sukmasari (2021) concluded that

product quality has a positive and significant effect on purchasing decisions. Thus, the higher the product quality, the higher the purchase rate. Furthermore, managing social media for promotions requires good communication in addition to interesting content. Promotion through social media is favored by various groups of people, especially cafe businesses because it provides a wide promotional reach and is easy to access.

Research Method

In this research process, it begins with the activity of identifying problems, formulating problems and collecting basic theories to strengthen the foundation of each variable, compiling data collection methods, compiling instruments, to determining the statistical testing techniques to be used. The research time was conducted from May 2023 to August 2024. The population in this study were consumers who had consumed even if only once bought Kopi Lain Hati in West Jakarta. Determination of the number of samples was based on the theory of Hair et al. (2019) because the population size is not yet known with certainty. Hair et al. (2019) stated that the sample size in SEM analysis depends on the number of parameters estimated where the sample is obtained from 5-10 times the number of indicators. This research was conducted at the Kopi Lain Hati Cafe in West Jakarta and the subject of the study, the selection of West Jakarta (Jakbar) as the study location was based on strong considerations related to the proximity of the researcher to the area. West Jakarta was chosen not only as a residential area, but also as a center of daily activities, including campus locations and places for social activities. To obtain data for the preparation of this study, researchers distributed online questionnaires (Google Form) to various social media such as Whatsapp and Instagram using Google forms.

The choice of SEM-PLS over SPSS in this study is based on methodological and analytical considerations. SEM-PLS (Structural Equation Modeling–Partial Least Squares) is particularly suitable for studies that aim to examine complex relationships between latent variables and simultaneously estimate measurement and structural models (Hair et al., 2019). Unlike SPSS, which is primarily used for classical statistical analysis such as regression, ANOVA, and descriptive statistics, SEM-PLS allows for the analysis of multiple dependent and independent relationships in one model, even when data distribution assumptions (e.g., normality) are not strictly met. Moreover, SEM-PLS is appropriate for predictive research and theory development in exploratory studies with relatively small sample sizes (Chin, 1998). In contrast, SPSS lacks the capability to model latent variables with multiple indicators simultaneously, making it less suitable for studies involving constructs such as lifestyle, product quality, and social media marketing promotion, which are inherently multidimensional. Thus, SEM-PLS offers greater flexibility and analytical power for

evaluating the research hypotheses in this study, aligning with its goal of assessing both the measurement reliability and the structural relationships among variables.

This researcher used a causal research method. Causal is a cause and effect relationship according to Sugiyono (2019). The causal research design is used to test and determine the effect between independent variables on dependent variables, namely to determine and test the effect of variable X, namely Lifestyle (X1), Product Quality (X2), and Social Media Marketing Promotion (X3), on variable Y, namely Purchase Decision (Y). To use data analysis, the Structural Equation Modeling (SEM) Method with the PLS Program is used. Data analysis is intended to test the hypothesis. Before testing the hypothesis, an instrument test was carried out, namely the indicator validity test, the variable validity and reliability test.

Result and Discussion

Overview of Research Object

Kopi Lain Hati is a coffee shop business model that is here to present high-quality coffee for all coffee lovers in the country. Established in March 2018, Kopi Lain Hati was born to help enliven the increasingly vibrant coffee industry, especially in the last few years, and also contribute to positive economic growth in Indonesia. The coffee beverage business or modern coffee flavors are increasingly mushrooming. The positive response from the public and consumers is one of the reasons for the booming coffee business. Of the many coffee brands, "Kopi Lain Hati" has succeeded in stealing the hearts of millennial and Gen Z consumers through the slogan 'Falling to Another Heart' and the nickname 'Sayang' to its loyal consumers.

Kopi Lain Hati is very aggressive in penetrating the market. It is recorded that since this shop was first established in March 2018 until now, Kopi Lain Hati has succeeded in presenting more than 500 branches in more than 95 cities. According to Deo Cardi Nathanael, Marketing Manager of Kopi Lain Hati, these 500+ branches do not include other branches that have not been opened. Kopi Lain Hati's success in opening hundreds of branches in just eight months is also inseparable from the intensive branding and marketing strategies through social media managed by the Inhands Agency team, namely the Marketing Manager of Kopi Lain Hati. Kopi Lain Hati's successful social media steps in attracting tens of thousands of followers on Instagram and a high engagement rate were achieved thanks to interesting and engaging content. Inhands Agency in the future wants to help advance micro, small and medium enterprises (MSMEs) in Indonesia through online sales (digital marketing).

Respondent Descriptive

The following is a descriptive respondent which includes gender, age, respondent profession, and income (Table 1)

Table 1 Respondent Descriptive

Gender	Frequency	Percent	Cumulative Percent
Man	72	51.4	51.4
Female	68	48.6	100
Total	140	100	
Ages			
<20	2	1.4	1.4
21-30	132	94.3	95.7
31-40	6	4.3	100
Total	140	100	
Respondent Profession			
Student	28	20.0	20.0
Employee	108	77.1	97.1
Self-Employed	4	2.9	100
Total	140	100	
Respondent Income			
<Rp. 2.000.000	5	3.6	3.6
Rp.2.000.000-3.000.000	16	11.4	15.0
>Rp.3.000.000-4.000.000	18	12.9	27.9
>Rp.4.000.000	101	72.1	100
Total	140	100	

Based on the results of data processing in Table 1 above, it shows that out of 140 respondents, there are 2 respondents aged <20 years or 1.4%, 132 respondents aged 21-30 years or 94.3%, and 6 respondents aged 31-40 years or 4.3%. indicating that most respondents in this study are 21-30 years old, 132 people or 94.3%. 28 respondents or 20% with jobs as Students; there are 108 respondents or 77.1% with jobs as Employees; and there are 4 respondents or 2.9% with jobs as Entrepreneurs. So, the majority of respondents in this study are respondents whose jobs are Employees, 108 respondents or 77.1%. Furthermore, out of 140 respondents, there are 5 respondents or 3.6% with income of <Rp.2,000,000; there are 16 respondents or

11.4% with expenditure of Rp. 2,000,000-3,000,000; there are 18 respondents or 12.9% with expenditure of Rp. 3,000,000-4,000,000; and there are 101 respondents or 72.1% with expenditure of > Rp. 4,000,000. So, the majority of respondents in this study are respondents whose expenditure is > Rp. 4,000,000 as many as 101 respondents or 72.1%.

Instrument Test Result

Instrument tests include indicator validity tests, variable validity tests, and reliability tests. The following are the instrument tests (Table 2).

Table 2 Indicator Validity Test

Variable/Indicator	Lifestyle	Product Quality	Social Media Marketing Promotion	Purchase decision
GH1/Make work more enthusiastic	0.978	0.419	0.464	0.658
GH2/Make work more focused	0.937	0.347	0.382	0.556
GH3/Makes more concentrated	0.784	0.288	0.320	0.465
GH5/Making improvements to physical fitness at work	0.720	0.279	0.289	0.414
GH6/Diverting from the problems at hand	0.800	0.309	0.333	0.492
GH7/Can Reduce Stress	0.831	0.313	0.344	0.493
GH8/Feel comforted when experiencing sadness	0.946	0.406	0.461	0.591
GH9/Creating Peace of Mind	0.831	0.292	0.341	0.551
GH10/Enhance personal reflection	0.971	0.409	0.440	0.643
GH11/Increases energy boost feeling of calm	0.821	0.294	0.347	0.558
GH12/Social attachment	0.768	0.250	0.284	0.474
GH13/Local consumption awareness	0.969	0.413	0.456	0.637
KPD1/Quality of appearance	0.392	0.946	0.462	0.619
KPD2/Quality of taste	0.294	0.881	0.399	0.496
KPD3/Taste quality	0.300	0.843	0.414	0.480
KPD4/Texture quality	0.397	0.906	0.470	0.604
PSM1/Discounts on every promotion	0.366	0.447	0.884	0.601
PSM2/Discounts on certain events	0.347	0.389	0.796	0.536
PSM3/Promotion on social media using influencers	0.465	0.483	0.906	0.716
PSM4/Promotion on social media via live streaming with door prizes	0.361	0.396	0.864	0.593
PSM5/Gift Offer with every certain purchase	0.299	0.373	0.795	0.501
PSM6/Local Customer Gift Giving	0.319	0.353	0.774	0.499

KP1/Purchase decision because the product matches what is needed	0.636	0.640	0.678	0.950
KP2/Purchase decision for product that was not planned to be purchased	0.502	0.494	0.602	0.841
KP3/Purchase decision after going through a comparison process with other products/brands	0.565	0.511	0.611	0.901
KP4/ Purchase decision after going through the comparison stage with other products/brands	0.573	0.569	0.622	0.947
KP5/ Purchase decision after purchasing the product/brand	0.639	0.632	0.679	0.970

Table 2 above shows that the loading value on each intended construct is greater than the loading value with other constructs, and the loading factor value of each indicator is > 0.7. It can be concluded that all existing indicators are valid and there are no problems with discriminant validity.

Variable Validity Test

The results of the variable test are shown from the Average Variance results (Table 3).

Table 3 Average Variance Extracted

Variable	Average Variance Extracted (AVE)	
Lifestyle	0.752	Valid
Product Quality	0.800	Valid
Social Media Marketing Promotion	0.702	Valid
Purchase Decision	0852	Valid

The results of the Average Variance Extracted (AVE) test above show that all construct variables are valid because the AVE value is above 0.5.

Variable Reliability Test Result

The results of the variable reliability test are shown from the results of Cronbach's Alpha and Composite Reliability, Cronbach's Alpha, and Composite Reliability. The following is a table of variable reliability (Table 4).

Table 4 Test of Variable Relaibility

Variable	Cronbach's Alpha	Composite Reliability	Information
Lifestyle	0.969	0.973	Reliabel
Product Quality	0.917	0.941	Reliabel
Social Media Marketing Promotion	0.915	0.934	Reliabel
Purchase Decision	0.956	0.966	Reliabel

Based on table 4, it can be seen that the results of the composite reliability and Cronbach's alpha tests show satisfactory values, namely that all latent variables are reliable, because all latent variable values have a composite reliability value of more than 0.7 and Cronbach's alpha has a value of more than 0.7. So, it can be concluded that all variables have met the reliability standards.

Hypothesis Test Results

The following Table 5 shows the results of the hypothesis test

Table 5 Hypothesis Test Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values	Information
Lifestyle àPurchase Decision	0,348	0,345	0,073	4,749	0,000	Positive and Significant
Product Qualityà Purchase Decision	0,288	0,286	0,075	3,846	0,000	Positive and Significant
Social Media Marketing Promotion à Purchase Decision	0,401	0,395	0,084	4,790	0,000	Positive and Significant

Based on the hypothesis test in this study, which is shown in Table 5, that lifestyle has a positive and significant effect on purchasing decisions at Kopi Lain Hati, because the t statistic is $4.749 > 1.96$ and p values. $0.000 < 0.05$. The magnitude of the influence is indicated from the original sample value of 0.348, meaning that the addition of 1 lifestyle point positively influences 34.8% of purchasing decisions. Furthermore, product quality influences purchase decisions because the P Value of 0.000 is less than 0.05, and the T Statistic of 3.586 is greater than 1.96. The magnitude of the influence is indicated from the original sample value of 0.288, meaning that the addition of 1 product quality point positively influences purchasing decisions by 28.8%. The results of this study also show that social media marketing influences purchasing decisions because the P Value of 0.000 is less than 0.05, and the T statistic of 4.749

is more than 1.96 which is standard adequacy. The original sample of 0.401 shows that the magnitude of the influence of social media marketing on purchase decisions is 40.1%, meaning that the addition of 1 social marketing action has an effect on 40.1% of purchasing decisions.

Discussion

The findings of this study indicate that lifestyle has a significant positive effect on purchasing decisions at Kopi Lain Hati. This result suggests that consumers, particularly in the younger demographic (millennials and Gen Z), perceive coffee consumption as part of their lifestyle rather than merely a functional activity. This supports the argument by Amelia and Sukmasari (2022) that lifestyle factors shape consumption habits by reflecting individual identities and social belonging. However, it contrasts with Widiastuti, Suwarsinah, and Wulandari (2024), who found no significant effect of lifestyle on sustainable food purchasing intention, implying that product type and context may moderate the relationship between lifestyle and purchase behavior. Product quality also emerged as a critical determinant of purchasing decisions. High-quality coffee enhances customer satisfaction and loyalty, as consumers associate superior taste, aroma, and presentation with brand credibility. This aligns with the findings of Wibowo and Rusminah (2021), who emphasized that consistent product quality increases consumers' willingness to pay and their likelihood of repeat purchases. Furthermore, Prajasantana et al. (2021) highlighted the need for maintaining consistency in taste and service quality as a driver for customer retention.

The role of social media marketing promotion was found to have the strongest influence among the studied variables. Effective use of platforms such as Instagram and TikTok enables brands like Kopi Lain Hati to reach wider audiences and build emotional connections through visually engaging content and influencer collaborations. This finding corroborates Santoso and Santoso's (2024) conclusion that Instagram promotions significantly enhance consumers' purchase intentions. According to Wulandari and Calista (2022), online promotion influences purchase intention, where purchase intention and purchase decision are consumer behaviors that represent reactions to certain triggers. Social media campaigns allow for highly targeted marketing efforts and real-time engagement, which are particularly appealing to younger consumers who are digital natives. These findings collectively underscore the importance of an integrated marketing strategy that aligns product quality with lifestyle branding and leverages social media's reach. The current study contributes to the literature by providing empirical evidence on the synergy between lifestyle, product quality, and digital promotions in the context of the Indonesian coffee shop industry a market characterized by intense competition and rapid consumer trend shifts.

Conclusion

Lifestyle has a positive and significant effect on purchasing decisions, where young age groups, especially students and office workers, are more likely to consume coffee as part of their daily routine, often to increase pleasure, alertness and overcome fatigue. Product Quality has a positive and significant effect on Purchasing Decisions, where the higher or better the quality of the coffee product, the more interested consumers are in buying coffee products from Cafe Kopi Lain Hati. Social media marketing promotions have a positive and significant effect on purchasing decisions, where promotions carried out through social media have proven effective in increasing consumer interest and awareness. Interesting promotional content, such as appetizing visual images, testimonials, and information about the benefits of coffee, can influence consumer perceptions and encourage them to try or buy certain coffee products. Social media allows coffee brands to reach a wider and more segmented audience, especially the younger generation who actively use Social Media platforms.

Based on the largest Loading Factor value on the enthusiastic indicator, the advice that can be given to the Company is to provide a lifestyle by improving the emotional experience for customers through friendly service, a pleasant atmosphere, and the ability to make coffee according to their own taste. Based on the largest Loading Factor value on the quality of appearance indicator, the suggestion that researchers can give to the Company is to increase product innovation by offering new variants, adding supporting menus such as snacks, and continuing to collect feedback from customers to improve and enhance product quality sustainably so that the quality of other coffee products is easily recognized by the public. Based on the largest Loading Factor value on the promotion on social media using influencers indicator, the suggestion that researchers can give to the company is to create more collaborative promotions with local influencers to expand the reach of promotions to a wider audience, support the use of paid advertising on platforms such as Facebook Ads or Google AdWords to increase visibility more specifically with this strategy, companies can increase and attract new customers to their cafes through effective promotions on social media. Suggestions for other researchers are to further explore other variables outside those studied in this study, such as Brand Image variables, prices, and others to determine the influence of these variables on Purchasing Decisions.

References

Alimin, E., Afriani, D., Pratama Agusfianto, N., Faizathul Octavia, Y., Mulyaningsih, T., Yulianah Yusuf, S. M., Irwansyah, R., Moonti, A., Astika Clara Sudarni, A., Fitria Endrawati, B., Umiatun Andayani, S., & Tabun, M. A. (2022). *Manajemen pemasaran:*

Kajian pengantar di era bisnis modern. Retrieved from http://www.penerbitseval.com

Amelia, Y., & Sukmasari, D. (2022). Pengaruh gaya hidup dan kualitas produk pada keputusan pembelian Starbucks Coffee. *Journal of Economic and Business Research*, 2(1). Retrieved from http://jurnal.teknokrat.ac.id/index.php/JEB

Chin, W. W. (1998). The partial least squares approach to structural equation modeling. In G. A. Marcoulides (Ed.), *Modern methods for business research* (pp. 295–336). Mahwah, NJ: Lawrence Erlbaum Associates.

Choi, S., & Feinberg, R. A. (2021). The LOHAS (Lifestyle of health and sustainability) scale development and validation. *Sustainability*, 13(4), 1–17. https://doi.org/10.3390/su13041598

Gandhi, R. A., Kasno, & Ermawati, E. (2023). Influence of lifestyle, brand image, price, and promotion on purchasing decisions at Cafe Belikopi. *International Journal of Accounting and Management Research*, 4(2), 75–83. https://doi.org/10.30741/ijamr.v4i2.1146

Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2019). *A primer on partial least squares structural equation modeling (PLS-SEM)* (2nd ed.). Thousand Oaks, CA: Sage Publications.

Hou, A., & Siregar, D. (2021). The decision to revisit coffee drinking: Insights from lifestyle and product attributes through brand image. *International Journal of Science*. Retrieved from http://ijstm.inarah.co.id

Ica, Z. I., & Sari, H. M. K. (2024). Influence of quality, price, place, and promotion on coffee purchases. *Indonesian Journal of Law and Economics Review*, 19(3), 5–21. https://doi.org/10.21070/ijler.v19i3.1142

Iqbal, & Nuraini. (2021). Pengaruh harga dan promosi melalui media sosial terhadap keputusan pembelian konsumen CoffeeShop Janji Jiwa: Studi kasus pada mahasiswa STIM Budi Bakti.

Janah, M., & Sudrajat, A. (2024). The influence of lifestyle and reference groups on purchasing decisions at Nako Coffee in Depok City. Retrieved from http://ejurnal.ung.ac.id/index.php/JIMB

Kotler, P., & Armstrong, G. (2018). *Prinsip pemasaran* (17th ed.). Pearson Global.

Kotler, P., & Keller, K. L. (2016). *Manajemen pemasaran* (13th ed., Vol. 1). Jakarta: Erlangga.

Kotler, P. (2012). *Manajemen pemasaran* (Vols. 1 & 2). Jakarta: PT Indeks Kelompok Gramedia.

Kuswanto. (2021). Faktor keputusan pembelian konsumen berdasarkan citra merek, persepsi waktu, dan layanan purna jual di trading company PTA: Kajian studi literatur manajemen pemasaran.

Nurbismi, Maulida, Z., Roza, T., & Nurhafiah. (2024). Pengaruh harga dan promosi melalui sosial media terhadap keputusan pembelian konsumen Kopi Lain Hati Banda Aceh. *SI-MEN: Jurnal Manajemen*, 14(2). https://doi.org/10.36083/si-men.v14i2

Nurfajar, & Syarifah, T. (2022). Pengaruh gaya hidup, harga, dan kualitas produk terhadap keputusan pembelian pada Palemcoffee AEK Songsongan Kabupaten Asahan.

Prajasantana, K., Mardiartmi, A., & Argo, J. (2021). Analisis keputusan pembelian konsumen Fore Coffee Senopati pada masa pandemi Covid-19. *Jurnal Manajemen dan Bisnis*, 2.

Putri, N., & Haryantini. (2024). Pengaruh kualitas produk dan promosi terhadap keputusan pembelian pada Serab Coffee Brewery di Depok, Jawa Barat. *Journal of Research and Publication Innovation*, 2(4). Retrieved from https://jurnal.portalpublikasi.id/index.php/JORAPI/index

Safar, M., & Nainggolan, B. (2023). Pengaruh kualitas produk, persepsi harga, dan promosi terhadap keputusan pembelian di Kopi Kenangan Ruko Muara Karang. Retrieved from http://ejournal.asaindo.ac.id/index.php/hcd

Santoso, I., & Santoso, E. (2024). Pengaruh promosi media sosial Instagram dan inovasi produk terhadap minat beli konsumen Coffee Shop: Studi kasus pada Partner Coffee Malang. *Jurnal Inovasi Ekonomi dan Manajemen*, 2, 187–198. https://doi.org/10.61722/jiem.v2i7.1866

Sianturi, H., Hapsari, Lubis, & Ginting. (2021). Pengaruh citra merek, kualitas produk, dan promosi terhadap keputusan pembelian produk PT. Wings Surya TBK pada mahasiswa STIE Mikroskil.

Sudjatmoko, A., Kamila, A., Rizki, F. A., Sari, K. R., Yulhemdri, & Safitri, D. (2022). Influence of product quality, price, and promotion on coffee consumer purchase decisions: A case study of coffee shops in Indonesia.

Sugiyono. (2016). *Metode penelitian kuantitatif, kualitatif dan R&D*. Bandung: PT Alfabet.

Tjiptono, F., & Chandra, G. (2016). *Service quality dan satisfaction*. Yogyakarta: Andi.

Tjiptono, F. (2007). *Strategi pemasaran* (1st ed.). Yogyakarta: Andi Offset.

Wibowo, M. F., & Rusminah. (2021). Pengaruh kualitas produk, harga, dan lokasi terhadap keputusan pembelian kopi pada Coffee Shop Komunal. *Jurnal Manajemen dan Bisnis*, 9(2).

Widiastuti, N. P., Suwarsinah, H. K., & Wulandari, R. (2024). Understanding the role of lifestyle and personality traits in sustainable food purchase intention. *Business Review and Case Studies*, 5(2), 263–272.

Wowor, C., Lumanauw, & Imelda, O. (2021). Pengaruh citra merek, harga, dan gaya hidup terhadap keputusan pembelian Kopi Janji Jiwa di Kota Manado. *Jurnal Ekonomi dan Bisnis*, 9(3), 1058–1068.

Wulandari, R., Calista, N. (2022). Factors that Affect Buying Decisions on Kopi Kenangan. *Enrichment: Journal Managemet*, 12(4), 2670-2676.