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THE INFLUENCE OF BRAND IMAGE AND LIFESTYLE ON PURCHASE DECISIONS

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Abstract: In recent years, a growing sector in the food and beverage industry is coffee shops. Of the many culinary businesses, coffee shops are currently the prima donna. At this time, coffee shops have become a phenomenon that affects the lifestyle of the Indonesian people. So this research was conducted to obtain empirical evidence and find clarity on the phenomenon and conclusions about the influence of Brand Image and Lifestyle variables on the Purchase Decision of Starbucks Coffee Jababeka Cikarang. This research was conducted using descriptive and verification methods, namely knowing, explaining, and analyzing. The sample in this study was 100 respondents, where respondents were selected using the accidental sampling method. There is a correlation between Brand Image and Lifestyle of 0.634, meaning that Brand Image and Lifestyle have a relationship with solid criteria. There is a partial influence between Brand Image on the Purchase Decision of Starbucks Coffee Jababeka Cikarang. There is a simultaneous influence between Brand Image and Lifestyle on the Purchase Decision of Starbucks Coffee Jababeka Cikarang of 0.562 or 56.2%, while the remaining 43.8% is influenced by variables not examined.
Keywords: Brand Image; Lifestyle; Purchase Decision

INTRODUCTION

In recent years a growing sector in the food and beverage industry is coffee shops. Of the many culinary businesses, coffee shops are currently the prima donna (Minews ID, 2020). At this time, coffee shops have become a phenomenon that affects the lifestyle of the Indonesian people. According to a coffee consultant in Indonesia, Adi W. Taroeratjeka, almost all cities can be sure of having a coffee shop (Liputan 6, 2018). Because in general, coffee shops enjoy drinking a cup of coffee and cakes while chatting or chatting. Then, some people come to coffee shops to enjoy the facilities provided and not enjoy a coffee cup.

In Indonesia, the culture of drinking coffee is going long, and many people can enjoy coffee from small stalls on the side of the road to even fancy restaurants. However, over time, coffee can be consumed in a more modern coffee shop and offers a different concept. The more come here, it is not difficult to find coffee shops in various cities and regions in Indonesia. The number of café outlets opened in Indonesia is increasing every year. This is because the cafe business is profitable and earns quite a significant profit over a long time. Of the many cafes, a coffee shop is one type of cafe that is very prominent and numerous. This is due to the tremendous public attention to coffee. Drinking coffee has become part of the Price of people who mainly live in urban areas, where standard coffee shop outlets are always crowded with tourists even though the Price offered for a cup of coffee can be pretty expensive. Each coffee shop has its advantages and uniqueness, although most of the themes and concepts are almost the same as each other.

Consuming coffee drinks has become a lifestyle for Indonesian people. Based on data from Euromonitor cafes in Indonesia, it always increases every year, even increasing up to 16% every year. Almost all restaurants in Indonesia are always crowded with teenagers and adults. Of the many coffee shops in Indonesia, Starbucks Coffee Coffee is one of the best known in Indonesia and even throughout the world. The

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emergence of Starbucks Coffee then makes people think that drinking coffee can look classy. Likewise, when Starbucks Coffee appeared in Indonesia. By drinking coffee, it is possible to look upscale; this is what society has adapted. Starbucks Coffee has a pretty good image in the eyes of coffee drinkers in Indonesia. Starbucks Coffee is specifically for middle and upper-class coffee fans. After getting the appropriate Brand Image and Lifestyle, there will be an interest in an offered product. This interest arises because of the desire to buy, which consumers consider. Before making a purchase, consumers will compare the brand image and Price with products to be purchased with similar effects. The following in table 1 is Starbucks Coffee sales data for 2018-2020:

Table 1. Starbucks Sales Data

	Month	Total Product Sales
2018	Jan-Mar	Rp 840,693,995
	Apr-Jun	Rp 828,094,085
	Jul-Sept	Rp 815,144,178
	Oct-Dec	Rp 847,693.945
	TOTAL	IDR 3,331,626,203
2019	Jan-Mar	Rp 828,794,080
	Apr-Jun	Rp 821,094,135
	Jul-Sept	Rp 837,194,020
	Oct-Dec	Rp 837,019,021
	TOTAL	IDR 3,324,101,256
2020	Jan-Mar	Rp 779,969,429
	Apr-Jun	Rp 668,845,223
	Jul-Sept	Rp 643.995,400
	Oct-Dec	Rp 668,495,225
	TOTAL	IDR 2,761,305,276

Source: Starbucks Coffee Jababeka Cikarang (2020)

Table 1 above shows that sales data for Starbucks Coffee products are still fluctuating from 2018 to 2020. The highest average increase in Starbucks Coffee sales is in 2018. While in 2019 it decreased in April-June, but in the following month it experienced a decline. Significant growth and in 2020 sales decreased but returned to stability due to promotions given to buyers.

The purpose of this study was to determine: Brand Image at Starbucks Coffee Jababeka Cikarang, Consumer Lifestyle at Starbucks Coffee Jababeka Cikarang, Purchase Decisions at Starbucks Coffee Jababeka Cikarang, the correlation between Brand Image and Lifestyle at Starbucks Coffee Jababeka Cikarang, partial effect of Brand Image and Lifestyle on Purchase Decisions at Starbucks Coffee Jababeka Cikarang, and the simultaneous influence of Brand Image and Price on Purchase Decisions at Starbucks Coffee Jababeka Cikarang.

Several things can affect the progress of the coffee business, including Brand Image. Sharipov (2020) states that brand image is the perception of consumers towards the brand evenly which is by the data received and the consumer's experience of the brand. According to Rahmawati (2016) states that brand image is a collection of brand

associations that are created and stick in the minds of consumers. Setiawan (2017) states that brand image can be positive or negative, depending on one's perception of the brand. Brand Image is one of the essential things in a marketing strategy. According to Kotler & Keller (2012), brand Image is how consumers perceive or judge a company's (brand) actually, as reflected in associations that occur in consumer memory. Sunyoto (2012), explains that giving a brand name to a product is very important and has benefited. So that the brand image is something important that the company must consider because it affects customer thinking in choosing a product, of course, can influence customers to make a purchase. Starbucks Coffee is one of the cafes in Indonesia that has consistently been in the highest and most prominent position in the minds of consumers—supported by the Top Brand Award data in the Café category in Indonesia 2020, where Starbucks Coffee is at the top rank.

In addition to Brand Image, Lifestyle can also affect a purchase, but Price is also a factor. Tanjung (2018) states that Lifestyle is broadly a way of life that is identified by how people spend their time (activities) what they consider important in their environment (relatedness) and what they think about themselves and their environment. The world around him. According to Devi et al. (2015) say that lifestyle is a way of life, how people spend their time (activities), what they consider important in their environment (interests), and what they think will be themselves and the world around them (opinions). Another Opinion, according to Prasetyaningsih & Sukardiman (2015), said that lifestyle, in principle, is how a person spends his time and money. Some people like to find entertainment with their friends. Some like to be alone, travel with family, shop, spend busy time, and have extra time and money for social activities. Lifestyle can influence a person's behavior and ultimately determine a person's consumption choices. According to Napitupulu (2018), lifestyle is a person's behavior shown in activities, interests and opinions, especially those related to self-image to reflect his social status. It can be that lifestyle is how people spend their time and money on a product that they consider necessary in their environment.

According to Chusnah et al. (2015), stated that the purchase decision is the attitude or action of a person to buy or use a product, either in the form of objects or services that to want to satisfy him and the willingness to bear the effects that can affect him. so it. According to Chusnah et al. (2015), the purchase decision is selecting two or more alternative purchase decision options, meaning that one can make a decision, among several alternative options. Based on the theory above, it can hit the purchase decision is where the consumer's attitude is to buy or use a product, either goods or services, with the selection of 2 or more alternative purchase decision options, meaning that if consumers can make decisions among several alternative options. Uma Sekaran, in his book Business Research, 1992 in Sugiyono (2018), suggests that the frame of mind is a conceptual model of how the theory relates to various factors that have as important problems. Based on the results of the description above, the framework of thought in this study is as follows:
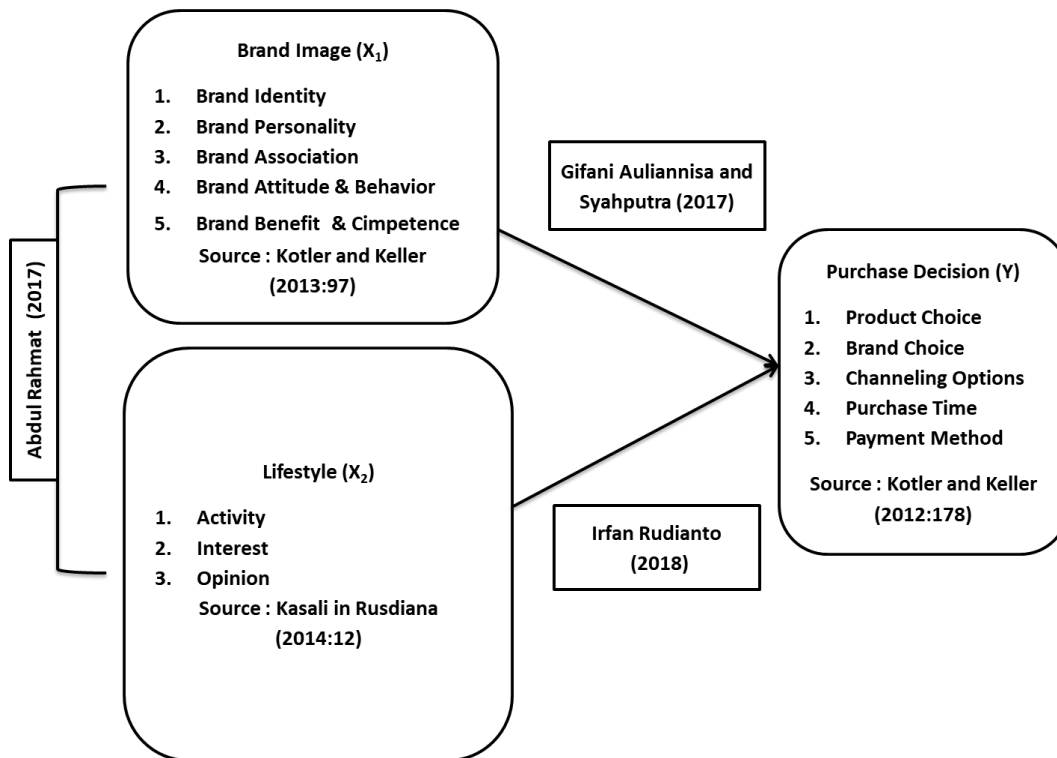
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Figure 1. Thinking Framework
Source: Research, 2021

Based on the description, this research has the following hypothesis: (1) there is a correlation between Brand Image and Lifestyle at Starbucks Coffee in Jababeka Cikarang. (2) there is a partial effect of Lifestyle on Purchase Decisions at Starbucks Coffee in Jababeka Cikarang; (3) there is a simultaneous influence of Brand Image and Price on Purchase Decisions at Starbucks Coffee in Jababeka Cikarang.

METHODS

The object of this research is Starbucks Coffee Jababeka Cikarang, the research time is in January – May 2021, and the research location is at Starbucks Coffee Jababeka Cikarang, which is at Jl. H. Usmar Ismail, Sertajaya, Kec. East Cikarang, Bekasi, West Java 17530. The method used in this research is the descriptive method and verification method. Judging from the type of information, the research approach used in this study is quantitative. The type of quantitative descriptive research used in this study to obtain in-depth and comprehensive data on the influence of Brand Image and Lifestyle on Purchase Decisions at Starbucks Coffee in Jababeka Cikarang.

To this research, the population is the number of visitors at Starbucks Coffee Jababeka Cikarang in 2020, as many as 32,850 people. According to Sugiyono (2012), the sample is part of the number and characteristics possessed by the population. Suppose the population is large, and the researcher cannot study everything in the population, for example, due to limited funds, human resources, and time. In that case, the researcher can use samples taken from the population. To obtain a more representative number of samples, the sampling method or the calculation of the number number of samples in this study used random sampling. Sampling carried out by the author is by solving calculations to identify the number number of samples to be studied from customers of Starbucks Coffee Jababeka Cikarang as many as 100 respondents.

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According to Sugiyono (2012), the method of measuring construct validity is to find a correlation between each problem with a total score using the product-moment correlation method formula. There is also a calculation of construction validity testing that produces a correlation coefficient above 0.30 so that the data obtained from all problems is valid. Otherwise, the correlation coefficient is below 0.30 so that the data obtained is valid and to test this validity using SPSS.

Reliability is a tool for measuring a questionnaire that describes indicators of variables or constructs. A questionnaire is reliable or professional if someone's answer to a statement is not changing or regular from time to time. The results of the analysis will go through Cronbach's alpha. A constructor variable is said to be reliable if it gives Cronbach's alpha value > 0.6.

The normality test aims to test whether, in the regression model, the independent variable (independent) and the dependent variable (dependent) both have a normal distribution. This normality test can also be done by looking at the standard distribution graph and by testing Kolmogrof Smirnov with the following criteria: (1) Significant Number (sig) > 0.05, then the data is ordinarily distributed; (2) A significant number (sig) < 0.05, then the data is not normally distributed.

Path analysis is used to examine the effect of partially (individually) of the independent variable (independent) or called the exogenous variable on the dependent variable (dependent) or called the endogenous variable. In connection with this research, consists of 3 (three) variables, 2 (two) exogenous variables are brand image and Lifestyle variables, and 1 (one) endogenous variable is the purchase decision variable. So that in addition to direct influence, indirect influence, and epsilon, there is also a correlative relationship, namely the relationship between the two exogenous variables that affect the endogenous variable, for the magnitude of the direct effect by the path coefficient with the symbol "P" and the magnitude of the close relationship between variables is expressed by correlation coefficient (r).

The hypothesis in this study is as follows: (1) correlation Between Brand Image and Lifestyle at Starbucks Coffee Jababeka Cikarang; (2) partial Effect (t-test) Brand Image and Lifestyle on Purchase Decision Starbucks Coffee Jababeka Cikarang; (3) Simultaneous Effects (f test) Brand Image and Lifestyle on Purchase Decisions for Starbucks Coffee Jababeka Cikarang.

RESULTS AND DISCUSSION

The method of measuring construct validity is to find the correlation between each problem and the total score by using the product-moment correlation method. The results of the validity test are as follows:

Table 2. Brand Image Indicator Validity Test Results

No	Indicator	(r Count)	(r Critical)	Information
1	Logo	0,473	0,30	Valid
2	Packaging	0,717	0,30	Valid
3	Slogan	0,633	0,30	Valid
4	distinctive character of a brand	0,683	0,30	Valid
5	Sosial Activities	0,686	0,30	Valid
6	Product functional value and benefits	0,635	0,30	Valid

Source: The results of the questionnaire data (2021)

Based on table 2, all brand image indicators are declared valid because the value of all indicators is more than 0.30.

Table 3. Lifestyle Indicator Validity Test Results

No	Indicator	(r Count)	(r Critical)	Information
1	Free time	0,791	0,30	Valid
2	Shopping	0,676	0,30	Valid
3	Interests (media)	0,771	0,30	Valid
4	Coffee consumption (food/beverage)	0,811	0,30	Valid
5	Gathering place (recreation)	0,735	0,30	Valid
6	Product	0,676	0,30	Valid
7	Self	0,686	0,30	Valid

Source: The results of the questionnaire data (2021)

Based on table 3, all lifestyle indicators are declared valid because the value of all indicators is more than 0.30.

Table 4. Purchase Decision Indicator Validity Test Results

No	Indicator	(r Count)	(r Critical)	Information
1	product excellence	0,774	0,30	Valid
2	interest in brand	0,619	0,30	Valid
3	Service	0,800	0,30	Valid
4	Location	0,794	0,30	Valid
5	quantity of goods	0,687	0,30	Valid
6	Conformity to needs	0,701	0,30	Valid
7	Determine the payment method	0,747	0,30	Valid

Source: The results of the questionnaire data (2021)

Based on table 4, all indicators of purchase decisions are declared valid because the value of all indicators is more than 0.30. Based on the results of the reliability test, the following results were obtained:

Table 5. Reliability Test Results

Variable	r Count	R Critical	Criteria
Brand Image	0,754	0,60	Reliable
Lifestyle	0,781	0,60	Reliable
Purchase Dicision	0,778	0,60	Reliable

Source: The results of the questionnaire data (2021)

Based on table 5, it can be seen that for each variable, Brand Image (X_1), Lifestyle (X_2), and Purchase Decision (Y), the Cronbach alpha value (α) > 0.60 so that all variables are declared authentic. Based on the results of the normality test, the following results were obtained:

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Table 6. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters	mean	.0000000
	Std. Deviation	2.89352141
Most Extreme	Absolute	.066
Differences	Positive	.066
	negative	-.045
Kolmogorov-Smirnov Z		.664
asymp. Sig. (2-tailed)		**.770**
a. Test distribution is Normal.		

Source: The results of the questionnaire data (2021)

Based on table 6 shows that the variables Brand Image (X_1), Lifestyle (X_2), and Purchase Decision (Y) follow the normal data distribution because it is significant to count all variables more than 0.05 then Brand Image (X_1), Lifestyle (X_2), and Purchase Decision (Y) follows a normal distribution. The results of hypothesis testing using path analysis. The following is the result of calculating the product-moment correlation coefficient using SPSS16, as follows:

Table 7. Correlation Coefficient

Correlations		Brand Image	Lifestyle
Brand Image	Pearson Correlation	1	.634**
	Sig. (2-tailed)		.000
	N	100	100
Lifestyle	Pearson Correlation	.634**	1
	Sig. (2-tailed)	.000	
	N	100	100
**. Correlation is significant at the 0.01 level (2-tailed).			

Source: The results of the questionnaire data (2021)

Based on table 7, it can be seen that from the results of the analysis, the correlation coefficient between the variables between the independent variables, namely Brand Image (X_1) and Lifestyle (X_2), can be assessed at 0.634. Thus Brand Image (X_1) and Lifestyle (X_2) have a high level of relationship. which is moderate and in the same direction because the value is positive. The coefficient interval is 0.60 – 0.799 with the STRONG category (Sugiyono, 2015). Based on the SPSS16 calculation, it can be seen that the path coefficient results are as follows:

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Table 8. Path Coefficient Calculation Results

Coefficients$_a$

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	7,705	2.034		3,787	.000
Brand Image	.396	.114	.301	3,463	.001
Lifestyle	.425	.071	.522	6,000	.000
a. Dependent Variable: Purchase Decision					

Source: The results of the questionnaire data (2021)

Based on Table 8, the path coefficient for the Brand Image (X_1) variable on the Purchase Decision (Y) is 0.301. At the same time, the path coefficient for the Lifestyle variable (X_2) on the Purchase Decision (Y) is 0.522. This shows that lifestyle has a more significant influence than brand image.

Table 9. Coefficient of determination X_1, X_2, and Y

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.749a	.562	.553	2,923
a. Predictors: (Constant), Lifestyle, Brand Image				

Source: The results of the questionnaire data (2021)

Based on the results of the above calculations, it can be seen that the joint influence of the two independent variables (Brand Image and Lifestyle) on the dependent variable (Purchase Decision) is 56.2%, indicating that the variables Brand Image and Lifestyle simultaneously influence the Purchase Decision of 56.2%. At the same time, the remaining 43.8% is the contribution of other variables not examined in this study.

Testing the hypothesis of the relationship between Brand Image (X_1) and Lifestyle (X_2) as follows :

H0: rx1x2 = 0 There is no relationship between Brand Image and Lifestyle.
Ha: rx1x2 0   There is a relationship between Brand Image and Lifestyle.
By testing the t statistical test, namely with the following formula:
$t = (r\sqrt{n-2})/(\sqrt{1-r^2})$
Is known:
r = Correlation Value
n = Number of Samples
Then:

$t = (0.634\sqrt{100-2})/(\sqrt{1-0.634^2})$
$t = (0.634\sqrt{98})/(1-0.402)$
$t = 6.27/0.773$
$t = 8.11$

The t arithmetic above is then compared with the t table at an error rate of 10% db = n – 2 = 100 - 2 = 98, then the t table is 1.660. Thus, it is known that t_{count} (8,11) > t table (1,660), it can be stated that H0 is rejected, meaning that there is a significant relationship between Brand Image and Lifestyle.

The partial influence of Brand Image on Purchase Decisions can be known through statistical testing using the following hypothesis:
H0: pyx1 =   There is no partial effect between Brand Image on Purchase Decision.

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Ha: pyx1   There is a partial influence between Brand Image on Decisions.
Test Criteria: Reject H0 if sig. < or t_{count} > t_{table}

Based on the results of the above criteria the value of sig. (0.001) < (0.10) and t_{count} (3.463) Then Ho is rejected. Thus it can be concluded that Brand Image has a partial effect on Purchase Decisions.

The influence of Lifestyle on Decisions can be known through statistical testing using the following hypotheses:

H0: pyx2 0 There is no partial effect of Lifestyle on Purchase Decision.

Ha: pyx2 0 There is a partial effect between Lifestyle on Purchase decisions.

Test Criteria: Reject H0 if sig. < or t_{count} > t_{table}

Based on the above criteria that the value of sig. (0.000) < (0.10) and t_{count} (6.000) So Ho is rejected. Thus, it can be concluded that Lifestyle has a partial effect on Purchase Decisions.

Simultaneous Testing (Test f) Brand Image (X_1) and Lifestyle (X_2) on Purchase Decisions (Y)

The influence of Brand Image (X_1) and Lifestyle (X_2) simultaneously on Purchase Decision (Y) can be known through the following tests:

H0: py,x1,x2 0 There is no influence of Brand Image and Lifestyle together on Purchase Decision

Ha: py,x1,x2 0 There is a joint influence of Brand Image and Lifestyle on Purchase Decision

Test criteria: H0 is rejected if sig < or $| F_{count} | \geq F_{table}$

Table 10. Calculation Results of F Value

Model		Sum of Squares	df	Mean Square	F	Sig.
			ANOVA$_b$			
1	Regression	1062,366	2	531,183	62.162	.000a
	Residual	828,874	97	8,545		
	Total	1891,240	99			
a. Predictors: (Constant), Lifestyle, Brand Image						
b. Dependent Variable: Purchase Decision						

Source: The results of the questionnaire data (2021)

Based on the results of the calculation of the F value in table 1.5, that F_{count} = 62.162 and Sig = 0.000. Based on the above criteria the value $<\alpha(0.10)$ and F_{count} (62.162) > F_{table} (2.360), then H0 is rejected. Thus, there is a significant simultaneous influence of Brand Image and Lifestyle on Purchase Decisions.

CONCLUSION

Based on the study results, it can be concluded that Brand Image and Lifestyle on the Purchase Decision of Starbucks Coffee Jababeka Cikarang affect partially or simultaneously. This means that the brand image of Starbucks coffee affects people to make purchases of Starbucks coffee. That is, the lifestyle of Starbucks coffee is enough to influence the public, and purchasing decisions about Starbucks coffee influence people to make purchases of Starbucks coffee. However, as for suggestions for Starbucks Coffee Jababeka Cikarang, namely, Brand Image is influenced by several indicators, primarily the logo and distinctive character of a brand that has the most significant influence. Starbucks Coffee Jababeka Cikarang must pay attention to these indicators. However, some have the lowest number of scores are packaging and

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slogans. This means that packaging and slogans do not have a good role yet. Therefore Starbucks Coffee Jababeka Cikarang must make packaging and slogans that make people feel interested. There are several indicators in the study for lifestyle, but there are two indicators that get the criteria for disagreeing, namely free time and coffee consumption (food/beverage). Some people assume that leisure time and coffee consumption (food/beverage) from each respondent do not affect a person's behavior (lifestyle) to purchase Starbucks Coffee Jababeka Cikarang and Purchasing Decisions have several indicators in the study. Still, the two hands that have the lowest scores are brand interest and suitability to needs.

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