

# THE INFLUENCE OF LIFESTYLE AND PROMOTION ON PURCHASING DECISION AT STARBUCKS COFFEESHOP IN MANADO

## PENGARUH GAYA HIDUP DAN PROMOSI TERHADAP KEPUTUSAN PEMBELIAN PADA GERAJ KOPIS STARBUCKS DI MANADO

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**Abstract:** This research aims to analyze the influence of lifestyle and promotion on purchasing decisions at Starbucks Coffeeshop in Manado. This study employs a quantitative approach using multiple linear regression analysis. The data was collected through questionnaires distributed to 150 respondents who are Generation Z consumers in Manado. The findings reveal that both lifestyle and promotion have a significant and simultaneous influence on purchasing decisions. Partially, promotion shows a more dominant effect compared to lifestyle. The results also support previous studies which state that consumer behavior in the coffee shop industry is shaped by both personal lifestyle alignment and marketing communication strategies. Therefore, it is suggested that Starbucks and similar businesses enhance their understanding of lifestyle trends and continuously innovate their promotional strategies to strengthen customer engagement and purchase intention.

**Keywords:** Lifestyle, Promotion, Purchasing Decision, Starbucks, Generation Z, Manado

**Abstrak:** Penelitian ini bertujuan untuk menganalisis pengaruh gaya hidup dan promosi terhadap keputusan pembelian di Starbucks Coffeeshop di Manado. Penelitian ini menggunakan pendekatan kuantitatif dengan analisis regresi linier berganda. Data dikumpulkan melalui penyebaran kuesioner kepada 150 responden yang merupakan konsumen Generasi Z di Manado. Hasil penelitian menunjukkan bahwa gaya hidup dan promosi secara simultan berpengaruh signifikan terhadap keputusan pembelian. Secara parsial, promosi menunjukkan pengaruh yang lebih dominan dibandingkan gaya hidup. Hasil ini juga mendukung beberapa penelitian sebelumnya yang menyatakan bahwa perilaku konsumen dalam industri kedai kopi dibentuk oleh keselarasan gaya hidup pribadi dan strategi komunikasi pemasaran. Oleh karena itu, disarankan agar Starbucks dan bisnis sejenis meningkatkan pemahaman terhadap tren gaya hidup serta terus melakukan inovasi dalam strategi promosi untuk memperkuat keterlibatan konsumen dan niat beli.

**Kata Kunci:** Gaya Hidup, Promosi, Keputusan Pembelian, Starbucks, Generasi Z, Manado

## INTRODUCTION

### Research Background

Starbucks, the world's largest coffeehouse chain, was established in 1971 in Seattle. In Indonesia, Starbucks operates under PT Sari Coffee Indonesia and has expanded to over 500 stores across 59 cities, including Manado. The company has successfully positioned itself as a "third place" between home and work, offering a lifestyle-oriented environment equipped with modern facilities. Starbucks has successfully positioned itself as a "third place" between home and work, offering a modern social lifestyle experience. Its ambiance complete with cozy spaces, high-speed internet, and aesthetically pleasing interiors attracts a wide range of customers, particularly youth. For Generation Z, the Starbucks experience is not only about consuming coffee but also about socializing, studying, or working in a trendy environment. Teenagers and young adults now associate coffee shops with identity, expression, and social interaction. In addition to lifestyle, promotional strategies also play a key role in driving purchase behavior

at Starbucks. Starbucks utilizes various promotional tools such as digital marketing, limited-time offers, seasonal menus, membership rewards (Starbucks Rewards), and collaborations with influencers to attract and retain customers.

In Indonesia, particularly in urban cities like Manado, promotional activities are highly effective among younger consumers who are tech-savvy and responsive to marketing messages on social media platforms like Instagram and TikTok. Starbucks regularly engages its customers with attractive campaigns, such as “Buy 1 Get 1 Free”, exclusive member discounts, merchandise giveaways, and holiday-themed drinks which are widely promoted online. These promotional efforts are not only designed to increase short-term sales but also to build brand loyalty by maintaining continuous engagement with customers. Promotions make the Starbucks experience feel more dynamic, personalized, and rewarding especially for Generation Z consumers who seek value, novelty, and exclusivity in their purchases. Promotion becomes a critical variable that complements lifestyle in shaping customer behavior, reinforcing Starbucks' position as a preferred destination for both casual coffee consumption and social interaction. Purchasing decision refers to the consumer's process of evaluating, selecting, and buying a product or service. It is influenced by several factors, such as product quality, price, brand image, lifestyle, and promotional efforts. Customers often choose Starbucks not only because of the taste but also due to promotional activities and the lifestyle associations the brand projects.

Starbucks has established itself as a global leader in premium coffee culture, attracting millions of customers worldwide. Through its distinctive branding, high-quality offerings, and strong emphasis on customer experience, the brand has effectively preserved its appeal across various cultural and geographical landscapes. In Indonesia, Starbucks has experienced notable popularity, particularly in urban centers such as Manado, where a burgeoning middle class with increasing disposable income demonstrates a growing interest in international brands. The types of coffee served in coffee shops also vary in their menus such as Americano, Latte, Cappuccino, Machiato and other coffees with variations and characteristics of a coffeeshop. Coffeeshop as a modern lifestyle are usually used to gather at places, compilations, and workplaces or also places to complete tasks. This is directly proportional to the behavior of teenagers on social media, such as Instagram. Teenagers are competing to upload aesthetic photos on their Instagram accounts. Apart from taste, this interior is what attracts customers because apart from enjoying coffee, customers can also enjoy the atmosphere as well as actualize themselves through posts on their social media. When a place has a comfortable and affordable atmosphere, the community is especially a place to hang out.

In this case, coffee is no longer seen as a drink for the elderly only, but rather becomes a separate trend and makes it a style among young people. From a cultural perspective, a coffee shop is a place of social interaction that provides facilities for gathering, joking, being creative or just having fun, both individually and in groups. The concept of interaction in the coffee shop will develop into a process of social interaction that leads to communication activities so that a person will get satisfaction, pleasure within himself. The decision to buy a product or service made by a customer can arise due to influences from the current environment, one of which arises from a habit that occurs in society. Customers who love coffee, spend time together, and relax might decide to drink coffee at a coffeeshop. This behavior is based on habits that make it a lifestyle for the community. A customer makes a purchase because of several specific motives, one of which is based on the motive of just wanting or needing to drink coffee.

### Research Objectives

1. To know the influence of lifestyle and promotion in doing purchasing decision at Starbucks Coffeeshop in Manado
2. To know the influence of lifestyle in doing purchasing decisions at Starbucks coffeeshop in Manado
3. To know the influence of promotion in doing purchasing decision at Starbucks Coffeeshop in Manado

## LITERATURE REVIEW

### Marketing

Kotler & Keller (2016) stated that marketing is a key business function that connects producers with consumers and seeks to satisfy needs profitably. Tjiptono & Diana (2020) describe marketing as the process of creating, distributing, promoting, and pricing goods, services, and ideas to facilitate satisfying exchange relationships with customers and to maintain positive relationships with stakeholders.

### Lifestyle

Minor & Mowen (2000), lifestyle shows how a person lives, how to spend his money, and how to allocate

time. Al Shabiyah, Hidayat, & Fanani (2019:108) describe lifestyle as how a person lives their life, including what products they buy, how they use them, and what they think and feel after using the products.

### Promotion

Kotler & Armstrong (2017) defined promotion as a tool or activity used by companies to communicate customer value and build customer relationships. Alma (2016) explains that promotion is a form of marketing communication which is a marketing activity that seeks to disseminate information, influence or persuade, and remind the target market for the company and its products to be willing to accept, buy, and be loyal to the products offered the company concerned.

### Purchasing decisions

Tjiptono (2011) defined purchasing decisions are consumers efforts to decide which products to consume through various processes and stages. Kotler & Keller (2016: 194) state that consumer purchasing decisions are part of consumer behavior, namely the study of how individuals, groups, and organizations choose, buy, use, and how goods, services, ideas or experiences satisfy their needs and desires.

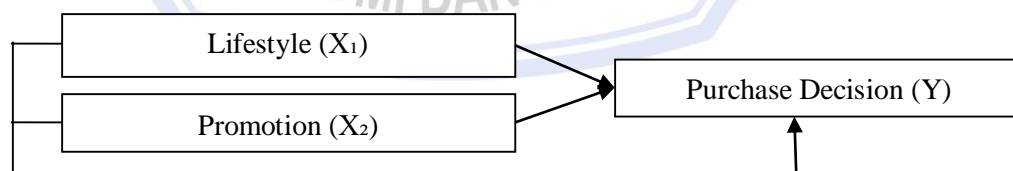
### Previous Research

Aprillia & Mustofa (2022) aimed to analyze the influence of lifestyle and product attractiveness on purchasing decisions at coffee shop in Blora Regency. The strategy used in the research was quantitative-correlational plan. The number of population in the research was bistro clients in Blora Regency. Incidental testing was used in this research because of the unlimited population and fulfilment of the respondent's rules. Polls were created utilizing Likert Scale 5 and data gathered were from 122 respondents who have fulfilled the requirements. Various straight relapses were directed to test the speculation of the exploration. The result of this study showed that: 1) Lifestyle has a positive and critical impact on buying choices at the Coffee Shop, 2) Engaging quality of the product to some extent has a positive and huge impact on buying choices at the Coffee Shop, and 3) Lifestyle and product attractiveness significantly affect purchasing decisions at the Coffee Shop.

Ramadhan & Chodidjah (2023) aimed to determine the effect of lifestyle, price perceptions, and Instagram on purchasing decisions. The study population is people who make purchases at Rumah Ngopi Cibinong. This research method uses quantitative research with a total of 101 respondents. The results of this study are that simultaneously lifestyle, price perceptions, and Instagram influence purchasing decisions at Rumah Ngopi Cibinong.

Sudjarmoko et al. (2022) determined the effect of product quality, price, and promotion on consumer purchasing decisions for coffee at a coffee shop in the city of Indonesia. This study uses a quantitative method with a cross-sectional survey model. The sampling technique used is probability sampling, with a population of 38,000 residents of Indonesia from the age of 17 to 35 years and a total sample of 100 respondents. The data analysis technique is used in SPSS software. This research concludes that product quality, price, and promotion have a simultaneous and significant effect on purchasing decisions.

### Conceptual Framework



**Figure 1. Conceptual Framework**

*Source: Literature Review*

### Research Hypotheses

H1: Lifestyle and promotion simultaneously have a significant influence on purchasing decisions at Starbucks Coffeeshop in Manado.

H2: Lifestyle has a significant influence on purchasing decisions at Starbucks Coffeeshop in Manado.

H3: Promotion has a significant influence on purchasing decisions at Starbucks Coffeeshop in Manado.



**RESEARCH METHOD****Research Approach**

The approach used in this research is quantitative. Sugiyono (2015) states that quantitative methods can be interpreted as research methods based on the philosophy of positivism, used to examine populations or specific samples.

**Population, Samples, and Sampling Technique**

The population in this study consists of Generation Z consumers who purchase at Starbucks Coffeeshop in Manado. This group was chosen because they represent the dominant customer segment that is highly responsive to lifestyle trends and promotional activities. The sample size was determined using the Lemeshow formula, which suggested a minimum of 96 respondents. To increase accuracy and representativeness, the researcher collected data from 150 respondents. The sampling technique used was purposive sampling, meaning respondents were selected based on specific criteria, namely being part of Generation Z and having experience purchasing products at Starbucks in Manado.

**Data Collection Method**

Data in this study were collected using a questionnaire distributed to Generation Z consumers who had purchased at Starbucks Coffeeshop in Manado. The questionnaire included statements related to lifestyle, promotion, and purchasing decision, measured on a six-point Likert scale ranging from strongly disagree (1) to strongly agree (6).

**Operational Definition and Indicator of Research Variables****Table 1. Operational Definition and Indicator of Research Variables**

Variable	Definition	Indicators
Lifestyle (X1)	Lifestyle refers to the way an individual or a group of people live and make choices in terms of their behaviors, habits, attitudes, preferences, and daily activities	<ul style="list-style-type: none"> <li>– Activity</li> <li>– Interest</li> <li>– Opinion</li> </ul>
Promotion (X2)	Promotion is any form of marketing communication carried out by companies to introduce products, attract interest, and influence consumers to make purchases in Starbucks Coffeeshop in Manado.	<ul style="list-style-type: none"> <li>– Advertisement</li> <li>– Promotion Marketing</li> <li>– Publicity</li> </ul>
Purchase Decision (Y)	Purchasing decision, also known as a buying decision, refers to the process and action of selecting and acquiring a product, service, or item from among various available options.	<ul style="list-style-type: none"> <li>– Information Search</li> <li>– Product &amp; Brand Consideration</li> <li>– Purchase Habits</li> </ul>

**Testing of Research instrument****Validity and Reliability Tests**

Validity is the degree to which an instrument accurately measures what it is intended to measure. According to Ghazali (2011), an instrument is considered valid if the significance value (Sig.) is below 0.05 and the Pearson correlation coefficient is above 0.30.

Sugiyono (2015) states that reliability is an instrument which, if used several times to measure the same object, will produce the same data. The basis for taking is if the Cronbach Alpha value > 0.60 then the questionnaire is declared reliable and vice versa if the Cronbach Alpha value.

**Data Technical Analysis****Test of Classical Assumptions****Normality Test**

Normality tests are used to determine whether the independent and dependent variables are normally distributed. Data are satisfactory for research only if they are normally distributed. If the Kolmogorov-Smirnov probability value (sig) is greater than 0.05, the data can be considered normal.

**Heteroscedasticity test**

Heteroscedasticity occurs when there is dual variances of a regression model are not equal or constant across observations. The regression model is considered good if there is no heteroscedasticity. Variables with Sig. values greater than 0.05, heteroscedasticity does not occur. Conversely, if the value of the sig. variable is less than 0.05, there is heteroscedasticity.

**Multicollinearity test**

Multicollinearity exists when there is a perfect or near-perfect linear relationship between the independent variables. This is done by looking at the Variance Inflation Factor (VIF) and tolerance level. Multicollinearity is not present if the measured VIF is less than 10 and the tolerance level is greater than 0.10.

**Multiple Linear Regression Analysis**

Multiple regression analysis is another type of regression analysis that allows to analyze the relationship between your dependent variable and two or more independent variables. The multiple regression analysis equation becomes:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + e$$

Description:

Y : Purchase Decision

a : Constant

$\beta_1 \beta_2$  : regression coefficient of each variable

X1 : Lifestyle

X2 : Promotion

e : error

**Hypothesis Testing****T-Test (Partial Test)**

T-test is a statistical hypothesis test that follows a T-distribution if the null hypothesis turns out to be true. Here are the following T-test criteria:

- If the calculated  $t \geq t$  table, then  $H_a$  is accepted and  $H_o$  is rejected, indicating a large influence between the variables.
- If the calculated  $t < t$ , the  $t$  table, accepts  $H_o$  and rejects  $H_a$ , indicating no significant effect between the variables.

**F-Test (Simultaneous Test)**

An F test is a test that uses the F distribution under the null hypothesis by comparing the proportions of two variables. Here are the criteria for F Test:

- If  $F \text{ calculates} \geq F \text{ table}$  then  $H_a$  is accepted and  $H_o$  is rejected. This shows that there is a large influence between variables.
- If  $F \text{ calculates} < F \text{ table}$ ,  $H_o$  is accepted and  $H_a$  is rejected, indicating no significant effect between the variables.

**RESULT AND DISCUSSION****Result****Validity Test and Reliability Test****Table 2. Validity Test**

Variable	Indicators	Pearson Correlation	Sig. (2-tailed)	N	Status
Lifestyle (X1)	X1.1	0,710	0,000	150	Valid
	X1.2	0,731	0,012	150	Valid
	X1.3	0,816	0,000	150	Valid
Promotion (X2)	X2.1	0,765	0,000	150	Valid
	X2.2	0,795	0,000	150	Valid
	X2.3	0,669	0,000	150	Valid
Purchase Decision (Y)	Y.1	0,747	0.000	150	Valid

Y.2	0,768	0.012	150	Valid
Y.3	0,670	0,000	150	Valid

Source: SPSS Data Processed 2025

All items for Lifestyle, Promotion, and Purchase Decision variables showed significant correlation values ( $r > 0.3$ , Sig.  $< 0.05$ ), indicating strong validity.

**Table 3. Reliability Test**

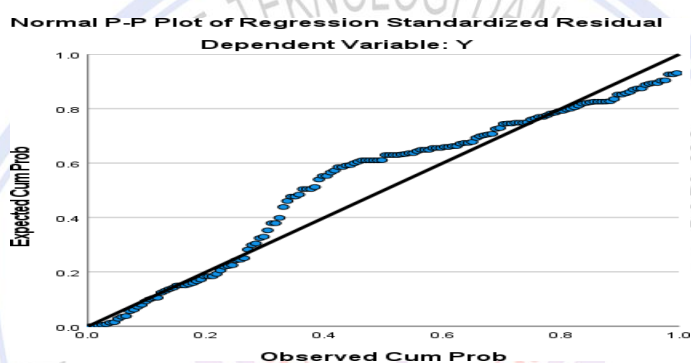
Reliability Statistics	
Cronbach's Alpha	N of Items
.651	9

Source: SPSS Data Processed 2025

Table 3 shows that each variable, such as Lifestyle, Promotion, and Purchase Decision has Cronbach's alpha value more than 0.60 meaning all items used in this research are reliable.

### Test of Classical Assumptions

#### Test Normality Test

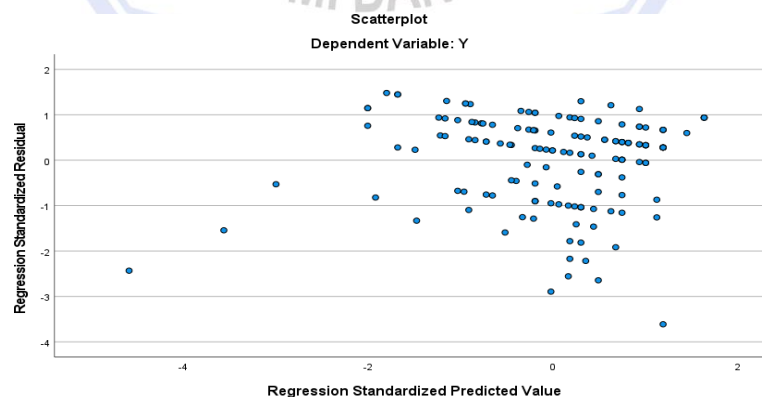


**Figure 2. Normality Test**

Source: SPSS Data Processed 2025

P-P plot indicate that data is normally distributed. No significant skewness or kurtosis was observed. A perfect normal distribution would result in points falling exactly along the line; in this case, the slight deviations are minor and within an acceptable range for social science research.

#### Heterodacedasticity Test



**Figure 3. Heterodacedasticity Test**

Source: SPSS Data Processed 2025

The residual points are randomly distributed above and below the zero horizontal line and there is no particular pattern in the distribution of these points. The distribution is relatively even and not concentrated on only one side.

This model meets the classical assumption of homoscedasticity, so it can be used to analyze the influence of lifestyle and promotion on purchasing decisions at Starbucks Coffeeshop in Manado.

### Multicollinearity Test

**Table 4. Multicollinearity Test**

Variable	Tolerance	VIF	Status
Lifestyle	.933	1.072	No Multicollinearity
Promotion	.933	1.072	No Multicollinearity

Source: SPSS Data Processed 2025

The test results show a Tolerance value of 0.933 and a VIF of 1.072 for both independent variables (X1 and X2). All independent variables show  $VIF < 10$  and tolerance  $> 0.10$ , indicating no multicollinearity problem.

### Multiple Linear Regression

**Table 5. Result of Multiple Linear Regression**

		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	10.008	.1364		7.338	.000
	Lifestyle	.131	.078	.139	1.689	.000
	Promotion	.179	.077	.191	2.317	.000

Source: SPSS Data Processed 2025

Based on the table 5, the Multiple Linear Regression equation are as follow:

$$Y = 10.008 + 0.131X_1 + 0.179X_2$$

1. The constant value of 10.008 means that when both independent variables (X1 and X2) are zero, the predicted purchasing decision score would be 10.008. This represents the baseline value of Y when no influence from lifestyle or promotion is present.
2. The unstandardized coefficient for Lifestyle is 0.131, indicating that for every 1-point increase in the lifestyle score, the purchasing decision score increases by 0.131 points, assuming promotion remains constant.
3. The unstandardized coefficient is 0.179, meaning a 1-point increase in the promotion score is associated with a 0.179-point increase in the purchasing decision score, assuming lifestyle remains constant.

### Coefficient Correlation Test (R) and Coefficient Determination (R<sup>2</sup>) Test

**Table 6. Coefficient Correlation (R) and Coefficient Determination (R<sup>2</sup>)**

Model	R	R square	Adjusted R Square	Std Error of the Estimate
1	.264 <sup>a</sup>	.070	.057	2.56945

Source: SPSS Data Processed 2025

The correlation coefficient (R) obtained is 0.509, which indicates a moderate positive relationship between lifestyle and promotion toward purchasing decisions. Meanwhile, the coefficient of determination (R<sup>2</sup>) is 0.259, meaning that 25.9% of the variation in purchasing decisions can be explained by lifestyle and promotion, while the remaining 74.1% is influenced by other factors not included in this study (such as product quality, price, brand image, and social influence).

### Hypothesis Testing

**Table 6. F-Test**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	72.7570	2	36.285	5.496	.005 <sup>b</sup>
	Residual	970.503	147	6.602		
	Total	1043.073	149			

Source: SPSS Data Processed 2025

The F-test was conducted to examine the simultaneous influence of lifestyle and promotion on purchasing decisions. The results show that the calculated F-value is 22.352, which is greater than the F-table value of 3.06 at a significance



level of 0.05. The significance value is 0.000, which is lower than 0.05. This indicates that lifestyle and promotion together have a significant effect on purchasing decisions at Starbucks Coffeeshop in Manado.

### T-Test

Table 6 shows that:

1. The calculated t-value is 1.537, which is lower than the t-table value of 1.976 at a significance level of 0.05. The significance value (0.127) is greater than 0.05. This means that lifestyle does not have a significant partial effect on purchasing decisions.
2. The calculated t-value is 6.291, which is higher than the t-table value of 1.976. The significance value (0.000) is less than 0.05. This indicates that promotion has a significant partial effect on purchasing decisions.
3. Promotion is proven to be the dominant factor, while lifestyle alone does not significantly influence consumer purchasing decisions.

### Discussion

#### The Influence Of Lifestyle And Promotion On Purchase Decision

Based on the results, lifestyle and promotion simultaneously have a significant effect on purchasing decisions at Starbucks Manado. This shows that although its contribution is still statistically small, lifestyle and promotion variables together have a real influence on consumer purchasing behavior. According to Kotler & Keller (2016), consumer behavior is influenced by psychological, social, personal, and cultural factors, including lifestyle and promotional stimuli received. Consumer purchasing decisions are not only based on functional needs, but are also driven by how the product reflects their lifestyle and personal values.

#### The Influence Of Lifestyle on Purchase Decision

The statistical test results show that lifestyle does not have a significant effect on purchasing decisions. However, the correlation results show that lifestyle has a positive and significant relationship although at a weak level. This shows that lifestyle still plays a role in shaping consumer purchasing tendencies. Engel, Blackwell, and Miniard (1995) state that lifestyle is a person's lifestyle pattern that is shown in their activities, interests, and opinions. Lifestyle influences how consumers view a product and whether the product is in line with their personal values. Starbucks is often associated with a modern, fast, and premium lifestyle which can influence consumer decisions, although it is not a major factor in the context of this study. The higher the lifestyle of consumers, the higher the purchasing decisions they make at Starbucks. Kotler and Keller (2016) state that lifestyle is a person's lifestyle pattern expressed in their activities, interests, and opinions. Lifestyle influences how a person makes decisions, including in purchasing food and beverage products such as at Starbucks. People with a modern and consumptive lifestyle tend to choose brands that reflect their status or lifestyle.

#### The Influence Of Promotion on Purchase Decision

The Promotion variable (X2) has a partial significant effect on purchasing decisions. This shows that promotions carried out by Starbucks - whether in the form of discounts, loyalty programs, use of social media, and other marketing events - are effective in encouraging consumers to make purchases. Kotler and Armstrong (2017), promotion is one element in the marketing mix that functions to inform, persuade, and remind consumers about the product. In this context, promotion has proven to be a more dominant factor than lifestyle in influencing Starbucks consumer purchasing decisions in Manado.

## CONCLUTION AND RECOMMENDATION

### Conclison

1. The findings show that lifestyle and promotion simultaneously have a significant effect on purchasing decisions. However, the partial test results indicate that promotion has a significant influence, while lifestyle does not significantly affect purchasing decisions.
2. The correlation and determination results ( $R = 0.509$ ;  $R^2 = 0.259$ ) reveal that lifestyle and promotion together explain 25.9% of purchasing decisions, with the remaining 74.1% influenced by other variables outside this study, such as product quality, price, brand image, and social factors. Therefore, promotion is confirmed as the dominant factor influencing purchasing decisions among Starbucks consumers in Manado.



**Recommendations**

1. Starbucks Management should focus on strengthening promotional strategies, such as loyalty programs, seasonal campaigns, and digital marketing through social media, since these are proven to significantly influence consumer purchasing behavior as well as integrate promotion with lifestyle-based strategies (offering seasonal drinks that resonate with youth culture or promoting sustainable lifestyle choices) to enhance consumer engagement.
2. Future research may include other variables such as product quality, price perception, brand image, and peer influence, which may explain the larger portion (74.1%) of consumer decision-making not covered in this study as well as expand the scope beyond Manado to compare consumer behavior across different cities or demographics, especially among Millennials and Generation Z.
3. Consumers are encouraged to evaluate promotional offers carefully to align them with their lifestyle preferences and financial priorities; while practitioners in the food and beverage industry can adopt Starbucks' promotional strategies as benchmarks, adapting them to local preferences to remain competitive in the market.

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