

**THE INFLUENCE OF LIFESTYLE AND BRAND IMAGE ON CUSTOMER PURCHASE INTENTION  
AT STARBUCKS IN NORTH SULAWESI**

**PENGARUH GAYA HIDUP DAN CITRA MEREK TERHADAP NIAT BELI KONSUMEN STARBUCKS DI  
SULAWESI UTARA**

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**Abstract:** This study aims to examine the influence of lifestyle and brand image on customer purchase intention at Starbucks in North Sulawesi. The research employs a quantitative approach using primary data collected through questionnaires distributed to Starbucks consumers in Manado and Bitung. The sample consists of 100 respondents selected using purposive sampling. Data analysis techniques include validity and reliability tests, classical assumption tests, multiple linear regression analysis, F-test, and t-test using SPSS. The results indicate that lifestyle and brand image have a positive and significant effect on customer purchase intention, both partially and simultaneously. These findings suggest that aligning brand positioning with consumer lifestyle and maintaining a strong brand image are essential strategies to enhance customer purchase intention in the coffee shop industry.

**Keywords:** Lifestyle, Brand Image, Customer Purchase Intention

*Abstrak:* Penelitian ini bertujuan untuk menguji pengaruh gaya hidup dan citra merek terhadap niat beli pelanggan di Starbucks Sulawesi Utara. Penelitian ini menggunakan pendekatan kuantitatif dengan data primer yang dikumpulkan melalui kuesioner yang dibagikan kepada konsumen Starbucks di Manado dan Bitung. Sampel penelitian terdiri dari 97 responden yang dipilih menggunakan teknik purposive sampling. Teknik analisis data meliputi uji validitas dan reliabilitas, uji asumsi klasik, analisis regresi linier berganda, uji F, dan uji t dengan bantuan SPSS. Hasil penelitian menunjukkan bahwa gaya hidup dan citra merek berpengaruh positif dan signifikan terhadap niat beli pelanggan, baik secara parsial maupun simultan. Temuan ini menunjukkan bahwa penyelarasan posisi merek dengan gaya hidup konsumen serta pemeliharaan citra merek yang kuat merupakan strategi penting untuk meningkatkan niat beli pelanggan dalam industri kedai kopi.

**Kata Kunci:** Gaya Hidup, Citra Merek, Niat Beli Pelanggan

## INTRODUCTION

### Research Background

In Indonesia, coffee holds both economic and cultural significance. As one of the world's major coffee producers, Indonesia has seen steady growth in coffee production over the years, which supports the rapid expansion of coffee-related businesses. Alongside local coffee shops, international coffee chains have entered the Indonesian market and successfully attracted consumers by offering not only products but also experiences. One of the most prominent global brands in this industry is Starbucks, which has become synonymous with premium coffee, modern lifestyle, and global culture.

Since its entry into Indonesia, Starbucks has expanded rapidly across major cities and regional areas. Starbucks does not merely sell coffee; it offers a standardized yet comfortable environment, modern interior design, high-quality products, and consistent service. These elements allow Starbucks to position itself as a lifestyle brand rather than just a coffee provider. For many consumers, visiting Starbucks represents more than consumption—it reflects social status, self-expression, and participation in a global lifestyle trend.

In North Sulawesi, particularly in the cities of Manado and Bitung, the presence of Starbucks reflects the growing acceptance of global brands and modern consumption patterns. The opening of multiple Starbucks outlets, including drive-thru concepts, demonstrates strong market potential and high consumer interest in this region. Starbucks has become a popular destination for students, office workers, entrepreneurs, and urban communities who use the space for various activities such as studying, working remotely, conducting informal meetings, or simply relaxing. This phenomenon indicates that consumers' decisions to visit and purchase at Starbucks are closely related to their lifestyle and social behavior.

Lifestyle has become a critical factor in understanding consumer behavior in the modern era. Lifestyle represents patterns of living expressed through activities, interests, and opinions that influence how individuals allocate their time and financial resources. Consumers tend to choose brands that align with their personal values, daily routines, and social identity. Starbucks effectively capitalizes on this by offering an environment that matches contemporary lifestyles—providing Wi-Fi access, comfortable seating, a modern ambiance, and customizable products that suit individual preferences. As a result, lifestyle alignment may strongly influence customers' intention to purchase Starbucks products.

In addition to lifestyle, brand image plays a vital role in shaping consumer perceptions and purchase intention. Brand image refers to the overall impression and associations that consumers hold about a brand based on their experiences, information, and emotional responses. A strong brand image can enhance consumer trust, reduce perceived risk, and increase emotional attachment. Starbucks has built a strong brand image associated with premium quality, consistency, modernity, and social prestige. This image allows Starbucks to differentiate itself from competitors and maintain customer interest even in a highly competitive coffee shop market.

Purchase intention is an important concept in marketing and consumer behavior studies because it reflects consumers' readiness and willingness to buy a product or service. Purchase intention is often used as a predictor of actual purchasing behavior. However, despite Starbucks' strong brand recognition and popularity, not all visitors consistently make purchases. Some consumers may visit Starbucks primarily to enjoy the atmosphere or follow social trends without a strong intention to buy. This gap between visitation and actual purchase highlights the importance of understanding the factors that truly drive customer purchase intention.

## Research Objectives

The objectives of this research are:

1. To determine the influence between lifestyle and brand image on purchasing intentions for Starbucks consumers at North Sulawesi.
2. To determine the influence between lifestyle on purchasing intentions on Starbucks consumers at North Sulawesi
3. To determine the influence between brand images on purchasing intentions on Starbucks consumers at North Sulawesi.

## LITERATURE REVIEW

### Marketing

According to Kotler & Keller (2022), marketing is defined as the process by which companies create value for customers and build strong customer relationships in order to capture value from customers in return. Lamb, Hair, & McDaniel (2022) describe marketing as a dynamic system of activities that involve planning, pricing, promoting, and distributing products and services to satisfy individual and organizational objectives.

### Customer Purchase Intention

Customer purchase intention refers to a consumer's willingness or plan to buy a specific product or service within a certain period. This intention reflects how motivated and prepared a customer is before making a final purchase decision. As stated by Schiffman & Wisenblit (2019), purchase intention is shaped by psychological factors like motivation and perception, as well as external influences such as brand reputation, marketing efforts, and

### Lifestyle

Lifestyle refers to a person's daily habits, values, and choices that reflect how they live and what they consider important. It is a pattern of actions and decisions that show how people spend their time and money, what they value, and how they express themselves. According to Kotler & Keller (2022), lifestyle can be defined as a person's pattern of living expressed through activities, interests, and opinions (AIO).

## Brand Image

Brand image refers to how a brand is mentally represented in the minds of consumers, shaped by various elements such as customer experiences, advertising, and social influences. Aaker (1991) defines brand image as a combination of brand associations linked to product attributes and customer experiences. These associations play a vital role in forming consumers' attitudes toward the brand, which in turn affects their purchase decisions.

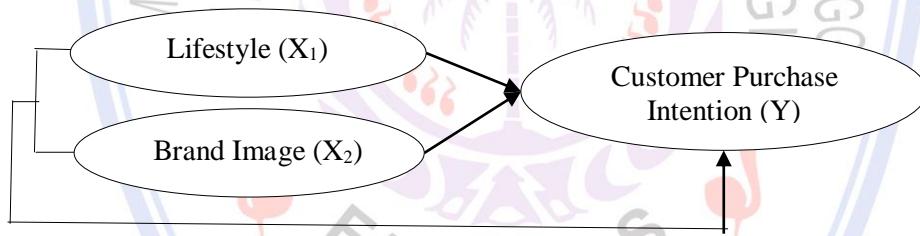
## Previous Research

Chiang & Jang (2007) investigated the effects of perceived price and brand image on perceived quality, trust, perceived value, and travelers' purchase intentions for online hotel booking. The results of this study suggest that if leisure travelers perceive that a price offered by a hotel is more affordable than their internal price standard or competing prices, they tend to believe that quality might be low, but they tend to have high consumer value and are more likely to have greater purchase intention. It is also noted that brand image significantly affects quality and trust perceived by consumers. Overall, trust appears to play an important role in improving long-term customer value in online dynamics.

Zakaria et al., (2023) examined the relationship between variables, especially variables that influence purchase intention such as brand image, product quality, lifestyle, price, and packaging. This type of research is called quantitative research. This survey included 100 respondents in total. The analysis's findings indicate that brand image, product quality, lifestyle, price, and packaging all simultaneously influence purchase intention, with product quality, lifestyle, price, and packaging having a greater influence than brand image and packaging.

Moslehpoor et al., (2020) examined the interaction among social media marketing, trust, brand image, and purchase intention variables among consumers of Go-JEK Indonesia. A survey of 350 respondents through online questionnaire distributed to social media users in Indonesia who had previously used GO-JEK services. Social media marketing, trust, and brand image have significant influence on consumers' purchase intention. The two dimensions of social media marketing that have the most direct influence on purchase intention of GO-JEK's consumers are entertainment and word of mouth.

## Conceptual Framework



**Figure 1. Conceptual Framework**

Source: Literature Review

## Research Hypotheses

H1 : Lifestyle has influence towards Customer purchase intention at Starbucks partially.

H2 : Brand Image has influence towards Customer purchase intention at Starbucks partially.

H3 : Lifestyle and Brand Image has influence towards Customer purchase intention at Starbucks simultaneously.

## RESEARCH METHOD

### Research Approach

This research will utilize a quantitative methodology. Quantitative research employs a scientific methodology to investigate phenomena and uses random sampling to analyze a specific population or sample (Sugiyono, 2019).

### Population, Sample Size, and Sampling Technique

Population are customers of Starbucks with 97 sample of respondents and use purposive sampling with criteria: have shopped at Starbucks in Manado & Bitung area at least once.

### Type of Data and Data Source

The data utilized in this study encompass both primary and secondary sources. Primary data was collected through surveys. Secondary data was drawn from various sources such as academic journals, books, and past studies, including both published and unpublished materials, which offered supporting information and documentation.

### Data Collection Method

The main instrument for data collection was a questionnaire designed to elicit honest answers from participants. Questionnaires were distributed directly to respondents and through social media.

### Operational Definition And Indicators Of Research Variable

**Table 1. Operational Definition And Indicators Of Research Variable**

Variable	Definition	Indicators
Lifestyle ( $X_1$ )	Lifestyle is the individual's pattern of living expressed through activities, interests, and opinions, reflecting personal values, habits, and social behavior.	1. Activities 2. Interests 3. Opinions
Brand Image ( $X_2$ )	Brand image is the overall impression and perception that consumers hold about a brand, formed through their experiences, associations, and beliefs	1. Perceived quality 2. Brand uniqueness 3. Brand Associations 4. Brand reputation 5. Emotional appeal
Customer Purchase Intention (Y)	Customer purchase intention is the consumer's willingness or likelihood to buy a product or service based on their needs, preferences, perceptions, and attitudes.	1. Intention to buy 2. Likelihood of choosing the brand 3. Willingness to recommend 4. Likelihood of repeat purchase 5. Consideration to try

### Testing of Research Instruments

#### Validity and Reliability Tests

According to Sugiyono (2019), validity indicates the level of precision in aligning the actual data related to the subject with the data collected by researchers. To assess the validity of an item, it is essential to examine the correlation between the item's score and the total score of all the items.

According to Sugiyono (2019), a study is considered reliable when the data collected accurately reflects what actually happened during the research process. If an instrument is reliable, it means it's doing its job correctly.

### Data Analysis Method

#### Test of Classical Assumptions

##### 1. Normality Test.

Normality tests is conducted to assess whether both the independent and dependent variables exhibit a normal distribution. It is essential that the data conforms to a normal distribution. If the significance value from the Kolmogorov-Smirnov test exceeds 0.05, the data is deemed to be normally distributed

##### 2. Heteroscedasticity Test.

Heteroscedasticity occurs when the variance of residuals varies across different levels of an independent variable, potentially impacting the accuracy and reliability of regression results. To detect heteroscedasticity, researchers often use the Glejser test, where a significant effect of independent variables on absolute residuals indicates its presence.

##### 3. Multicollinearity Test.

Multicollinearity arises when there is a precise or correlation among independent variables. This is assessed through the examination of Variance Inflation Factor (VIF) and tolerance level. The absence of a multicollinearity is affirmed when the calculated VIF is below 10, and the tolerance level is greater than 0.10

### Multiple Linear Regression Analysis

Multiple regression analysis is used to explore how different variables relate to one another. This method helps measure the strength of the connection between two variables using a correlation coefficient. Presented below is an example of a multiple linear regression equation:

$$Y = a + b_1 X_1 + b_2 X_2 + e$$

Y = Dependent Variables (Customer Purchase Intention)  
 a = Constant  
 b<sub>1</sub>b<sub>2</sub> = The regression coefficient of each variable  
 X<sub>1</sub> = Lifestyle  
 X<sub>2</sub> = Brand Image  
 e = Error

### Hypothesis Testing

#### T-Test Dan F-Test

The T-test is carried out to determine how far an independent variable partially varies the dependent variable. The t-test used to determine the significance of individual regression coefficients within a model, evaluating whether a specific predictor variable has a statistically significant relationship with the dependent variable while keeping other variables constant. The test is performed at a 95% confidence level with a significance level ( $\alpha$ ) of 0.05.

The F-test is used in regression analysis to assess whether all independent variables, when considered together, have a significant impact on the dependent variable. The decision is based on comparing the significance value ( $\alpha = 0.05$ ) with the test result.

## RESULT AND DISCUSSION

### Result

**Table 2. Validity Test Result**

Variable	Indicators	R-Count	R-Table	Sig. Value	Status
Lifestyle (X1)	X1.1	0.863	0.1966	<0.001	Valid
	X1.2	0.793	0.1966	<0.001	Valid
	X1.3	0.545	0.1966	<0.001	Valid
Brand Image (X2)	X2.1	0.728	0.1966	<0.001	Valid
	X2.2	0.684	0.1966	<0.001	Valid
	X2.3	0.664	0.1966	<0.001	Valid
	X2.4	0.585	0.1966	<0.001	Valid
	X2.5	0.598	0.1966	<0.001	Valid
Customer Purchase Intention (Y)	Y1.1	0.757	0.1966	<0.001	Valid
	Y1.2	0.574	0.1966	<0.001	Valid
	Y1.3	0.767	0.1966	<0.001	Valid
	Y1.4	0.789	0.1966	<0.001	Valid
	Y1.5	0.774	0.1966	<0.001	Valid

*Data Processed by SPSS, 2025*

The result of all the variable questionnaire items are considered valid because the r-count (Pearson Correlation) is greater than its r-table (0.1966) with a significance value of  $0.000 < 0.05$ . It can be stated that the item of the variable Lifestyle (X1), Brand Image (X2) and Customer purchase intention (Y) is valid.

**Table 2. Reliability Test Result**

Variable	Cronbach's Alpha	Results
Lifestyle	0.685	Reliable
Brand Image	0.683	Reliable
Customer Purchase Intention	0.809	Reliable

*Data Processed by SPSS, 2025*

The result shows that the Cronbach's Alpha values for all variables X1, X2, and Y are above 0.6. This results indicates that each variable in the study meets the reliability criteria.

### Test of Classical Assumptions

#### Normality Test

**Table 3. Normality Test Results**

#### One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	.0464267
	Std. Deviation	2.85668283
Most Extreme Differences Absolute		.076
Positive		.053
Negative		-.076
Test Statistic		.076
Asymp. Sig. (2-tailed) <sup>c</sup>		.163
Monte Carlo Sig. (2-tailed) <sup>d</sup> Sig.		.163
99% Confidence Interval	Lower Bound	.154
	Upper Bound	.173

Data Processed by SPSS, 2025

Table 3 presents the SPSS output, showing an Asymp. Sig. (2-tailed) value of 0.163, which exceeds the 0.05 significance value. This result indicates that the data follows a normal distribution and meets the assumption of normality.

#### Multicollinearity Test

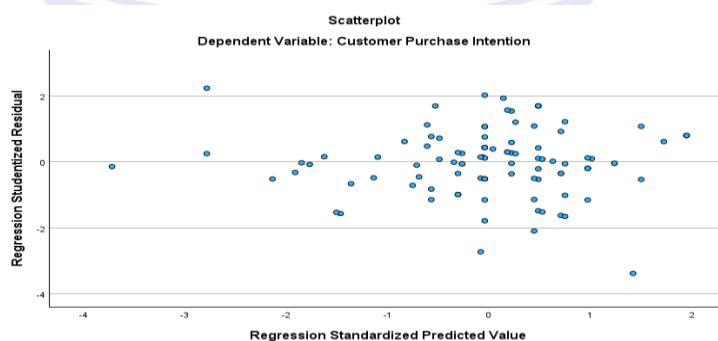
**Table 4. Multicollinearity Test Result**

Model	Collinearity Statistics		Status
	Tolerance	VIF	
Lifestyle	0.843	1.186	No Multicollinearity
Brand Image	0.843	1.186	No Multicollinearity

Data Processed by SPSS, 2025

Based on Table 4, the results show that the tolerance values for all independent variables is 0.843 or  $> 0.10$ , and the Variance Inflation Factor (VIF) values is 1.186 or  $< 10$ . This indicates that there is no multicollinearity among the independent variables.

#### Heteroscedasticity Test



**Figure 1. Heteroscedasticity Test Result**

Data Processed by SPSS, 2025

Figure 1 presents a scatterplot where the data points are randomly dispersed and consistently spread both above and below the zero line on the Y-axis. This pattern indicates that heteroscedasticity is not present in the regression model,

supporting the conclusion that the model is suitable for predicting the dependent variable Y using the independent variables X1 and X2.

### Multiple Linear Regression Analysis

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

Model	Coefficient <sup>a</sup>			t	Sig.
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta		
1	(Constant) 5,187	3,844		1,350	0.001
	Lifestyle 0,439	0,183	0,225	2,403	0.012
	Brand Image 0,518	0,121	0,399	4,261	0.000

a. Dependent Variable: Customer Purchase Intention

*Data Processed by SPSS, 2025*

The regression based on the result above in Table 5 as follow :

$$Y = 5,187X_1 + 0,439X_2 + 0,518 + e$$

1. The constant value of 5.187 indicates that if both independent variables, namely Lifestyle (X1) and Brand image (X2), have a value of zero, then the predicted value of the dependent variable Customer purchase intention (Y) is 5.187. Thus, it can be concluded that Customer purchase intention (Y) is influenced by Lifestyle (X1) and Brand image (X2).
2. The regression coefficient for Lifestyle (X1) is 0.439, meaning that every 1% increase in Lifestyle (X1) will increase Customer purchase intention (Y) by 0.439 points, assuming other variables remain constant. Since this coefficient is positive, it can be concluded that Lifestyle has a positive influence on Customer purchase intention.
3. The regression coefficient for Brand image (X2) is 0.518, indicating that every 1% increase in Brand image (X2) will increase Customer purchase intention (Y) by 0.518 points, assuming other variables remain constant. Since this coefficient is also positive, it can be concluded that Brand image has a positive influence on Intention to Use.

### Correlation Coefficient (R) and Coefficient of Determination ( $R^2$ )

**Table 6. Correlation Coefficient (R) and Coefficient of Determination ( $R^2$ )**

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.530 <sup>a</sup>	0,281	0,267	3,16828

a. Predictors: (Constant), Lifestyle, Brand Image

b. Dependent Variable: Customer Purchase Intention

*Data Processed by SPSS, 2025*

Table 6 shows that the correlation coefficient (R) is 0.530, indicating a very strong positive relationship between Lifestyle (X1) and Brand image (X2) with Customer purchase intention (Y). Since the R value is close to +1, it suggests a high level of correlation. Additionally, the coefficient of determination ( $R^2$ ) is 0.281, which means that 28% of the variation in Customer purchase intention can be explained by the two independent variables. The remaining 72% is influenced by other factors not included in this study's model.

### Hypothesis Testing

#### F-Test

**Table 7. F - Test Result**

ANOVA <sup>a</sup>					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	381,314	2	190,657	18,994	<,001 <sup>b</sup>
Residual	973,686	97	10,038		
Total	1355,000	99			

*Data Processed by SPSS, 2025*

Table 7 shows that the result of F-test in ANOVA. The F count value of 18.994 and significance value of  $<0.001$ . The total of df (degree of freedom) is 99 that consists of the df value in regression model is 2 and the df in residual is 97. If the value of F count is greater than F table meaning the fitness level of the model is strong. The value of F table is 3.090 and the value of F count is 18.994. The results show that the F count is higher than the F table, which means the fitness model is high. This means that Lifestyle and Brand image have simultaneously influence on Starbucks's customer purchase intention. Therefore, H0 is rejected and the H1 is accepted.

## T-Test

Based on the Table 5, the results are:

1. The table shows that the relationship between Lifestyle and Customer purchase intention is significant, with a t-count of  $2,403 > t\text{-table } 1.984$ , and a Sig. value of  $0.018 < 0.05 (\alpha = 5\%)$ . As a result, H1 is accepted and H01 rejected.
2. The table shows that the relationship between Brand image and Customer purchase intention is significant, with a t-count of  $4,621 > t\text{-table } 1.984$ , and a Sig. value of  $0.001 > 0.05 (\alpha = 5\%)$ . As a result, H2 is accepted and H02 is rejected.

## Discussion

### The Influence of Lifestyle on Customer purchase intention

The result of this study shows that lifestyle has a partial influence on customer purchase intention at Starbucks in North Sulawesi. This research used three lifestyle indicators, including activities, interests, and opinions to understand how daily behavior and personal preferences shape customer decisions. The connection between lifestyle and purchase intention is important because lifestyle reflects how individuals express themselves through the products and services they choose. At Starbucks, customers often associate their lifestyle with modern, social, and trend-conscious experiences, making the brand a part of their personal identity. When customers feel that the Starbucks experience matches their lifestyle—whether through its ambiance, menu options, or social appeal—it positively impacts their intention to purchase. Creating a lifestyle-oriented brand experience allows Starbucks to better meet the expectations of its target market, particularly young, urban consumers. These findings are supported by previous research. A study by Jamila & Siregar (2022) found that lifestyle has a significant effect on purchase decisions for Starbucks Coffee in Jababeka, Cikarang.

### The Influence Of Brand Image On Customer Purchase Intention

The results of the partial t-test indicate that brand image has a significant influence on customer purchase intention at Starbucks in North Sulawesi. This means that how people see and feel about the Starbucks brand—such as its reputation, quality, and modern image—plays an important role in whether or not they want to buy from it. Brand image is especially important in lifestyle-focused businesses like coffee shops, where customers are not just buying a drink, but also the experience, atmosphere, and status that comes with the brand. At Starbucks in North Sulawesi, customers may be influenced by the brand's image of being stylish, global, and socially connected, which matches their personal lifestyle or identity. The data also showed that among the three brand image indicators—brand recognition, brand association, and emotional connection—emotional connection had the strongest effect on purchase intention. This means that customers are more likely to want to buy from Starbucks when they feel a personal bond with the brand. While being well-known and having a good reputation also help, it is the emotional connection that most strongly drives their decision to buy. These findings show that building strong emotional ties with customers is key to increasing purchase intention, especially in lifestyle-oriented brands like Starbucks.

### The Influence of Lifestyle and Brand Image on Customer Purchase Intention

The results of the F-test show that lifestyle and brand image have a significant influence on customer purchase intention at Starbucks in North Sulawesi when tested simultaneously. These findings suggest that while each factor may have different effects individually, together they play an important role in shaping how satisfied customers feel. Kotler and Keller (2022) explained that customer purchase intention is influenced not just by the product or service, but also by how well a brand fits into a customer's daily life and personal values. When customers feel that a brand matches their lifestyle—such as being modern, social, or health-conscious—they are more likely to enjoy their experience and feel loyal to the brand. In the case of Starbucks in North Sulawesi, this means that customers care about more than just the coffee—they are influenced by the overall image and experience the brand provides. Starbucks is often seen as trendy and premium, which appeals to people whose lifestyles match that image.

Therefore, the combined influence of lifestyle and brand image shows the importance of offering not just products, but a complete brand experience. Starbucks should continue to build its image and connect with customers' lifestyles to increase sales. By doing this, the brand can improve loyalty and stay competitive in a market where how a brand is seen matters just as much as what it sells.

## CONCLUSION AND RECOMMENDATION

### Conclusion

Based on the results of data processing, analysis, and discussion, it can be concluded that:

1. The results showed that Lifestyle has a significant influence on Customer Purchase Intention for Starbucks consumers in North Sulawesi. This indicates that consumers whose lifestyles align with the brand are more likely to have stronger purchase intentions.
2. The results showed that Brand Image also has a significant influence on Customer Purchase Intention for Starbucks consumers in North Sulawesi. A strong and positive brand image increases consumer interest in making a purchase.
3. The results showed that simultaneously, Lifestyle and Brand Image have a significant influence on Customer Purchase Intention for Starbucks consumers in North Sulawesi. This means that both factors together play an important role in shaping consumers' intention to purchase Starbucks products.

### Recommendation

1. Starbucks should work on building its image as a brand that fits well with the daily lives and values of its customers. This means creating marketing campaigns and store experiences that show how Starbucks matches modern, social, and trendy lifestyles.
2. Starbucks needs to keep a clear and positive brand image by focusing on good product quality, friendly and helpful service, and a comfortable, premium atmosphere in its stores. To connect better with customers, Starbucks can organize local events, offer loyalty rewards, and work with popular local figures to make the brand feel more personal and trusted.
3. Starbucks to regularly ask for customer feedback so they can understand what people want and keep improving. By combining these efforts, Starbucks can increase customers' desire to buy their products and build stronger loyalty in the competitive coffee market of North Sulawesi.
4. Future researcher can continue using different analysis methods, using other variables.

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