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# The Effect of Lifestyle, Cafe Atmosphere, and Word of Mouth on Coffee Shop Purchasing Decisions in Yogyakarta City

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## Abstract

The booming coffee industry in Yogyakarta, home to 41 campuses, has driven the opening of 533 coffee shops in strategic locations, making them lifestyle hubs, social spaces, and productivity centers for students and the urban community. This study aims to determine whether lifestyle, cafe atmosphere, and word of mouth influence purchasing decisions in choosing a coffee shop in Yogyakarta. This study used a quantitative associative-causal survey with 130 coffee shop consumers in Yogyakarta, sampled via convenience sampling. Data were collected online through a 1–5 Likert questionnaire and analyzed in SPSS 27 using validity/reliability tests, classical assumption checks, t-tests, F-tests, R<sup>2</sup>, and multiple linear regression. The results showed that lifestyle significantly influenced purchasing decisions, but the cafe atmosphere had a negative and significant effect on purchasing decisions, and word of mouth was proven to significantly influence purchasing decisions. Simultaneously, the variables of lifestyle, cafe atmosphere, and word of mouth significantly influence purchasing decisions. These results indicate that lifestyle, cafe atmosphere, and word of mouth, if managed properly, will increase purchasing decisions in all coffee shops in the city of Yogyakarta.

## Keywords

Cafe Atmosphere, Coffee Shop, Lifestyle, Purchasing Decisions, Word of Mouth.

## 1. Introduction

Yogyakarta is a city known for its tourism and education sectors. These sectors have driven rapid growth in the food and beverage industry. Coffee shops are a prominent example of this development. Influenced by globalization and the large student population, cafes have become popular gathering spots. They serve both as a stimulant and a space for socializing, studying, and leisure (Subarkah, 2025). A coffee shop is a coffee business with complete facilities, providing a comfortable atmosphere, a wider variety of products, and a more personal and premium consumption experience. Coffee shops are also generally popular with consumers who are looking for a place to relax, work, or gather with their community. According to Idrus and Manra (2022), the meaning of coffee consumption has evolved into a lifestyle for many individuals, ranging from enjoying food and beverages as part of consumption and social needs to social activities such as gathering, interacting, working, doing business, and studying.

Globalization has encouraged coffee producers to create new and unique innovations by observing trends in various parts of the world (Putri & Yasa, 2022). Coffee has become a popular lifestyle trend among Yogyakarta residents due to its wide variety. There are several elements that affect coffee businesses' customers' decisions to buy, namely a comfortable shop with a delicious taste. This is a very important point in the hope that consumers will feel satisfied after buying several products at a coffee shop (Kusumaradya et al., 2021).

To find places that offer such comfort, people look for references on online social media platforms, and consumers will certainly adjust to whatever activities they have been doing so far. These activities will form a pattern that is commonly referred to as a lifestyle. Lifestyle is how people spend their time, which can be seen in the activities they do in their daily lives. According to Gustiawan and Satriyono (2022), lifestyle influences purchasing decisions regarding the selection, use, and evaluation of products or services.

With a dynamic lifestyle, companies must move as quickly as possible to meet market demands by producing a variety of products to satisfy consumer needs, because this lifestyle is part of consumer behavior that companies must continue to pay attention to. When choosing a coffee shop, everyone has their own preferences that are influenced by various factors, especially the atmosphere offered by the coffee shop. According to Budiman and Dananjoyo (2021), the atmosphere of a cafe is a place designed by marketers to provide happiness, joy, and satisfaction to consumers when they make a purchase. Coffee shops that successfully integrate an attractive atmosphere with a positive customer experience will create added value for customers, increase satisfaction, and contribute to more positive purchasing decisions, so that consumers are more likely to return and recommend the place to others.

Consumers who enjoy a pleasant coffee shop experience are more likely to suggest the business to others or post about it on social media, which indirectly supports digital marketing. According to Devialesti and Zabara (2024), the atmosphere of the cafe and word of mouth have a significant positive influence on purchasing decision, which in turn has a positive effect on repeat visit interest with a coefficient of determination of 64.7%. Word of mouth has a very influential power because it is an independent and honest source of information, where information that comes from friends is more credible because it has no direct connection with the company or product.

Purchasing decisions are a process of consumer decision-making that combines knowledge to choose between two or more available product alternatives, influenced by several factors, including quality, price, promotion, and others (Luhglatno et al., 2021; Kurniawati & Nuvriasari, 2024). Nowadays, consumers come to coffee shops

not only to satisfy their hunger and thirst, but also to capture moments with friends, relatives, and family. Previous studies have generally examined lifestyle, café atmosphere, and word of mouth separately therefore this study offers novelty by integrating these three variables simultaneously to explain consumers' purchasing decisions in coffee shops in Yogyakarta. Therefore, based on previous research, this study aims to determine whether lifestyle, cafe atmosphere, and word of mouth influence purchasing decisions in choosing a coffee shop in Yogyakarta.

## **2. Literature Review and Hypothesis Development**

### **2.1. The Effect of Lifestyle on Purchasing Decisions**

Lifestyle reflects a person's daily habits, spending patterns, interests, hobbies, activities, and beliefs, shaping their values, personality, and identity. It indicates not only consumption and social status but also serves as a means of expressing identity and responding to environmental changes (Astuti & Hasbi, 2020). According to Sengkey et al. (2025), lifestyle is shaped by three core indicators. First, activity, which refers to observable actions and how people spend their time. Second, interest, which includes preferences, hobbies, and life priorities that influence choices. Third, opinion, which covers beliefs and perceptions used to evaluate products or services. Together, these indicators reflect the interaction of behavior, preferences, and beliefs in forming an individual's lifestyle.

According to Kotler and Armstrong (2016) and Tae and Bessie (2021), lifestyle is shaped by both internal and external factors. Internal factors include individual attitudes, life experiences and observations, unique personalities, self-concept and identity, motives for fulfilling needs, and perceptions in processing information. External factors encompass the influence of reference groups, socialization within the family, social class stratification based on economic status and education, as well as values and norms inherited through culture. The interaction between these internal and external factors collectively shapes an individual's behavioral patterns and consumption choices, which are reflected in their lifestyle.

Lifestyle reflects patterns of activities, interests, and opinions that influence consumption behavior and preferences. Previous studies by Astuti and Hasbi (2020) indicate that lifestyle significantly affects purchasing decisions, as consumers tend to choose products or services consistent with their lifestyle and self-image. Ubay (2023) also found that digital marketing supports positive lifestyle formation by increasing familiarity with products that meet individual needs efficiently. This study, however, focuses on lifestyle without considering digital marketing and examines how such lifestyle factors influence consumers' purchasing decisions.

H1: Lifestyle has a positive effect on purchasing decisions.

### **2.2. The Effect of Cafe Atmosphere on Purchasing Decisions**

The atmosphere of a café is the ambiance and comfort it provides, making visitors feel at home and want to stay to relax, socialize, and chat. The main attraction right now is the contemporary concept that does not compromise on the key factor of comfort for all types of people (Sugiharto et al., 2022). According to Nadiroh and Suja'i (2022), creating an attractive, comfortable, and aesthetic cafe atmosphere will increase customer interest, including interest in making purchases. In the modern era, the concept of cafe atmosphere has evolved from a mere decorative element into a holistic experience that encompasses architecture, lighting, sound, aroma, and even social interaction.

Aprilia and Suryani (2020) argue that the atmosphere of a cafe consists of four main dimensions is facility aesthetics, ambience conditions, spatial layout, and social aspects. The aesthetics of the facilities include interior design, decoration, and room

cleanliness. The ambience includes lighting, aroma, temperature, and sound (music). The layout relates to the arrangement of tables and chairs, as well as ease of access and movement within the cafe. Social aspects include interactions between customers, staff service, and the atmosphere of liveliness or intimacy created within the cafe. Based on research conducted by Koto et al. (2023), the atmosphere of a cafe greatly influences purchasing decisions in terms of comfort when visiting a coffee shop. Elements that cover this include lighting, music, aroma, layout, and interior decoration, which significantly shape consumer perceptions and emotions when evaluating a coffee shop.

H2: Cafe atmosphere has a positive effect on purchasing decisions.

### **2.3. The Effect of Word of Mouth on Purchasing Decisions**

According to Yahya and Yuniarto (2024), word of mouth has a special power in influencing consumer purchasing behavior because of its informal nature and high level of trustworthiness compared to official promotions such as advertisements. Consumers will trust reviews and recommendations from people they know or figures they consider credible, such as influencers (& Hidayah, 2023). With the development of digital technology, word of mouth has become e-word of mouth, where consumers can easily share their experiences and opinions through social media, blogs, and review sites.

According to Ali (2020), the indicators that influence word of mouth consist of three core actions. The first is the willingness to discuss positive aspects, which refers to customers' propensity to freely discuss their satisfying experiences and the advantages of a good or service. Second, recommendations to friends and family, which is the actual act of recommending a brand to one's closest social circle as a form of support. Third, encouraging and inviting others, which is the active effort of consumers to persuade others to try or buy the product/service. Previous research by Radhiyya and Fadli (2025) demonstrated the significance of word-of-mouth in influencing purchasing decisions at coffee shops in Pangkalan Kerinci. Therefore, this study aims to determine whether word of mouth influences perceptions of coffee shop selection in the city of Yogyakarta.

H3: Word of mouth has a positive effect on purchasing decisions.

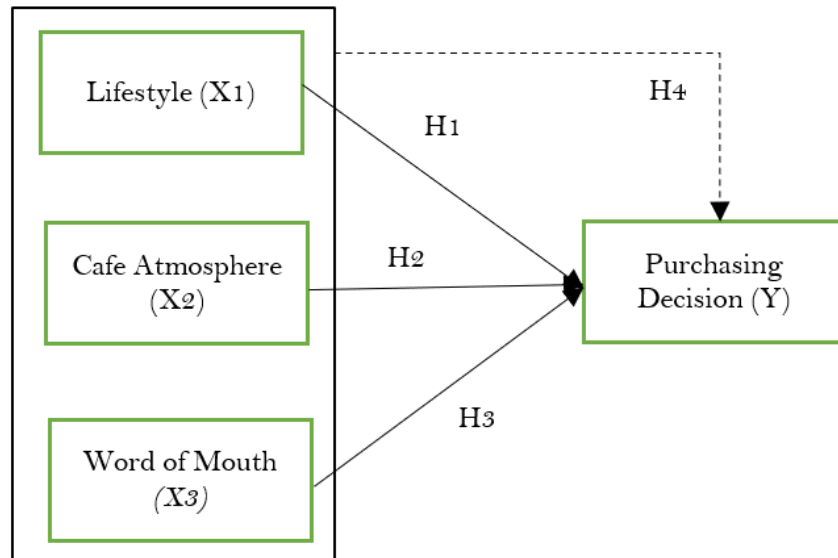
### **2.4. Simultaneous Effect on Purchasing Decisions**

According to Kotler and Armstrong (2016), consumer behavior is the study of how individuals, groups, and organizations select, purchase, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and desires. Meanwhile, Amalia and Mardian (2022) argue that purchasing decisions involve consumers who intend to buy certain products, including plans to purchase multiple units for a certain period. In both opinions, consumers will form attitudes that are useful for processing information about products or services, and ultimately, consumers will respond by purchasing the products they have decided to buy.

The creativity of coffee shops will be tested in this regard, with various determinants of consumer attraction, such as a unique, comfortable coffee shop environment, creative marketing, and other factors. According to Tae and Bessie (2021), the indicators that influence purchasing decisions consist of four main points. First, the product must suit consumer needs and be easy to find. Second, the product must provide clear benefits after purchase. Third, there must be accuracy in purchasing, where the price paid is comparable to the quality offered and suits consumer desires. Fourth, repeat purchases occur when consumers are satisfied with their previous purchases, so they will buy again in the future. Previous research by

Budiyanto and Pratama (2023) shows that word of mouth, café atmosphere, and hedonistic lifestyle together influence purchasing decisions at OXZY Kebumen café.

H4: Lifestyle, café atmosphere and word of mouth simultaneously has a positive effect on purchasing decision.



**Figure 1.** Conceptual Framework

The conceptual framework is illustrated in Figure 1, showing the relationship between the dependent variable, purchasing decisions (Y), and the independent variables: lifestyle (X1), café atmosphere (X2), and word of mouth (X3). The framework is built on three primary hypotheses: H1 examines the effect of lifestyle on purchasing decisions, H2 explores the impact of café atmosphere, and H3 assesses the influence of word of mouth. Additionally, H4 tests the combined simultaneous effect of lifestyle, café atmosphere, and word of mouth on purchasing decisions.

### 3. Methods

This study uses a quantitative methodology, employs numerical data to test hypotheses and examine causal relationships between independent and dependent variables. A causal-associative approach was chosen to determine the effect of independent variables (X) on the dependent variable (Y), as it investigates both cause-and-effect relationships and associations between variables (Wahyuni & Rindrayani, 2025). The research was conducted in Yogyakarta City, a hub of education, commerce, and tourism, making it an ideal location for the coffee shop industry to thrive in line with contemporary urban lifestyles.

According to Ismunarti et al. (2020), a research instrument is a tool for systematically collecting data. This study utilizes primary data, obtained directly from the research object through surveys, interviews, observations, or experiments. Secondary data, on the other hand, comes from previous research or other indirect sources and serves to complement the primary data.

The population in this study consisted of coffee shop consumers in Yogyakarta, defined by Salsabila et al. (2022) as a group of individuals or objects with specific characteristics relevant to the research. The targeted population included individuals aged 17 years or older who had visited a coffee shop at least once. A non-probability sampling method with convenience sampling was applied, as respondents could come from any background, occupation, or income level without time restrictions. The

minimum sample size was determined using the rule of thumb of 10 times the highest number of indicators (8 indicators for the cafe atmosphere variable  $\times 10 = 80$ ). In this study, a total of 130 respondents were successfully collected as the final sample.

This study will use SPSS 27 for data analysis, as it employs a quantitative approach. According to Sugiyono (2022), validity measures the accuracy between the data obtained from the research object and the data reported by the researcher. In questionnaire-based research, validity testing determines whether an instrument is valid, with the following criteria: a statement is considered valid if the calculated  $r > r\text{-table}$ , and invalid if the calculated  $r < r\text{-table}$ .

Reliability testing in this study uses Cronbach’s alpha, with values above 0.6 considered acceptable. Classical assumption testing includes normality, multicollinearity, and heteroscedasticity tests. Normality is assessed using the nonparametric Kolmogorov-Smirnov (K-S) test, with data considered normally distributed if  $\text{Sig.} > 0.05$ . Multicollinearity is evaluated through Tolerance and Variance Inflation Factor (VIF) values; a  $\text{VIF} > 10$  or  $\text{Tolerance} < 0.10$  indicates multicollinearity (Ghozali, 2021). Heteroscedasticity is examined using the Glejser test, where a  $\text{Sig. value} < 0.05$  indicates heteroscedasticity, and  $\text{Sig.} > 0.05$  indicates none. Multiple linear regression is applied to predict changes in the dependent variable based on simultaneous changes in the independent variables, following the general regression equation:

$$Y = a + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + e \tag{1}$$

Explanation:

- Y = Purchasing decisions
- X<sub>1</sub> = Lifestyle
- X<sub>2</sub> = Cafe Atmosphere
- X<sub>3</sub> = Word of Mouth
- a = Constant / intercept
- $\beta_1, \beta_2, \beta_3$  = Regression coefficients for each independent variable
- e = Error / residual

#### 4. Results

This study involved a total of 130 respondents. The data collected focused on key demographic and behavioral characteristics, including gender, age, job, and number of visits to the coffee shop. These characteristics provide a comprehensive profile of the respondents and serve to contextualize the analysis of their purchasing decisions. The distribution of these characteristics is presented in Table 1.

**Table 1.** Respondent Characteristic

Characteristic	Category	Frequency	Percentage
Gender	Male	54	42%
	Female	76	58%
	Total	130	100%
Age	18-21 Years	70	54%
	22-26 Years	55	42%
	>26 Years	5	4%
	Total	130	100%
Job	Student	2	2%
	University Student	99	76%
	Employee	23	18%
	Entrepreneur	11	3%
	Others	4	2%
	Total	130	100%

Characteristic	Category	Frequency	Percentage
Number of Visits	1 - 3 times	90	69%
	4 - 7 times	24	18%
	> 7 times	16	12%
	Total	130	100%

Table 1 summarizes the demographic profile of the respondents. Regarding gender, females made up the majority at 58%, while males accounted for 42%. In terms of age, most respondents were between 18 and 21 years old (54%), followed by those aged 22 to 26 years (42%) and respondents over 26 years old (4%). Regarding occupation, the majority of respondents were university students (76%), followed by employees (18%), entrepreneurs (3%), and others (including students and miscellaneous) each at 2%. In terms of visit frequency, most respondents visited coffee shops 1–3 times (69%), 4–7 times (18%), and more than 7 times (12%). This screening ensures that the questionnaire reaches suitable, clear, and relevant respondents for the study.

**Table 2.** Validity & Reliability Test

Variable	Indicator	Pearson Correlation	r-table	Sig.	Cronbach's Alpha	Results
Lifestyle	X1.1	0.584	0.1723	0.000	0.615	Valid & Reliable
	X1.2	0.521				
	X1.3	0.380				
	X1.4	0.690				
	X1.5	0.747				
	X1.6	0.563				
Cafe Atmosphere	X2.1	0.686	0.1723	0.000	0.711	Valid & Reliable
	X2.2	0.673				
	X2.3	0.705				
	X2.4	0.693				
	X2.5	0.645				
Word of Mouth	X3.1	0.654	0.1723	0.000	0.675	Valid & Reliable
	X3.2	0.614				
	X3.3	0.649				
	X3.4	0.690				
	X3.5	0.712				
Purchasing Decisions	Y.1	0.430	0.1723	0.000	0.668	Valid & Reliable
	Y.2	0.709				
	Y.3	0.700				
	Y.4	0.750				
	Y.5	0.681				

Table 2 presents the results of the validity and reliability tests for all variables. Lifestyle, cafe atmosphere, word of mouth, and purchasing decisions were found to be valid, with Pearson correlation values exceeding the r-table value of 0.1723 and a significance level of 0.000. Reliability testing showed that all variables are reliable, with Cronbach's Alpha values of 0.615 for lifestyle, 0.711 for cafe atmosphere, 0.675 for word of mouth, and 0.668 for purchasing decisions, all above the minimum threshold of 0.60. These results indicate that the instruments used for all variables are both valid and reliable, making them suitable for further analysis.

**Table 3.** Normality Test

Statistic	Value
N	130
Mean	0,0000000
Std. Deviation	2.28899464

Statistic	Value
Absolute	0.050
Positive	0.049
Negative	-0.050
Kolmogorov-Smirnov Z	0.050
Significant	0.200
Sig.	0.592
Lower Bound	0.580
Upper Bound	0.605

Table 3 presents the results of the normality test for the study data (N = 130). The Kolmogorov-Smirnov Z value is 0.050 with a significance level of 0.592, exceeding the 0.05 threshold, indicating that the data do not significantly deviate from a normal distribution. The mean is 0.000 and the standard deviation is 2.289, while the lower and upper bounds (0.580 and 0.605) further confirm that the data fall within acceptable limits. These results indicate that the data meet the assumption of normality and are suitable for parametric statistical analysis.

**Table 4.** Multicollinearity and Heteroscedasticity

Test	Variable	Tolerance	VIF	Sig.
Multicollinearity	Constant	-	-	-
	Lifestyle (X1)	0.668	1.496	-
	Cafe Atmosphere (X2)	0.769	1.300	-
	Word of mouth (X3)	0.639	1.564	-
Heteroscedasticity	(Constant)	-	-	0.417
	Lifestyle (X1)	-	-	0.563
	Cafe Atmosphere (X2)	-	-	0.869
	Word of mouth (X3)	-	-	0.235

Table 4 presents the multicollinearity test results for the independent variables. The tolerance values for lifestyle, cafe atmosphere, and word of mouth are 0.668, 0.769, and 0.639, respectively, all above the minimum threshold of 0.10. Similarly, the Variance Inflation Factor (VIF) values are 1.496 for lifestyle, 1.300 for cafe atmosphere, and 1.564 for word of mouth, all below the critical value of 10. These results indicate that there are no signs of multicollinearity among the independent variables. Additionally, the heteroscedasticity test using the Glejser method shows significance values of 0.563 for lifestyle, 0.869 for cafe atmosphere, and 0.235 for word of mouth, all exceeding 0.05, which confirms that the regression model is free from heteroscedasticity.

**Table 5.** Coefficient of Determination Test

Variable / Description	Value
Correlation Coefficient (R)	0.701
Coefficient of Determination (R <sup>2</sup> )	0.491
Adjusted R-square	0.479
Std. Error of the Estimate	2.316

Table 5 presents the coefficients of determination (R<sup>2</sup>), which measure the proportion of variation in the dependent variable that can be explained by the independent variables. An R<sup>2</sup> value close to 1 indicates that the independent variables account for most of the changes in the dependent variable, while the remainder is influenced by factors outside the model. Based on Table 5, the analysis yielded an R<sup>2</sup> of 0.491, meaning that 49.1% of the variation in purchasing decisions can be collectively explained by lifestyle, cafe atmosphere, and word of mouth, with the remaining 50.9% influenced by other factors not included in the model. The Adjusted

R<sup>2</sup> value of 0.479 further confirms that the regression model has meaningful predictive capability.

**Table 6.** Hypothesis Test

Path / Relationship	B	Beta	t-statistics	F-value	Sig.	Result
Lifestyle → Purchasing Decisions	0.347	0.362	4.663	–	0.000	Accepted
Cafe Atmosphere → Purchasing Decisions	-0.072	-0.056	-0.779	–	0.000	Not Accepted
Word of Mouth → Purchasing Decisions	0.501	0.461	5.805	-	0.000	Accepted
Lifestyle, Cafe Atmosphere, Word of Mouth → Purchasing Decisions	-	-	-	40.577	0.000	Accepted

Based on Table 6, lifestyle has a significant positive effect on purchasing decisions, with a coefficient of 0.347, a standardized beta of 0.362, a t-statistic of 4.663, and significance of 0.000, supporting Hypothesis 1 that lifestyle influences purchasing behavior. In contrast, the cafe atmosphere shows a negative coefficient of -0.072, a standardized beta of -0.056, and a significance value of 0.000, indicating a statistically significant negative relationship with purchasing decisions. Since Hypothesis 2 proposed that cafe atmosphere has a positive effect on purchasing decisions, the negative direction of the relationship contradicts the proposed hypothesis. Therefore, Hypothesis 2 is rejected. Meanwhile, word of mouth significantly influences purchasing decisions, with a coefficient of 0.501, a standardized beta of 0.461, a t-statistic of 5.805, and a significance of 0.000, supporting Hypothesis 3. The simultaneous F test shows that all three variables together have a significant effect on purchasing decisions (F = 40.577, Sig. = 0.000), confirming Hypothesis 4 and the suitability of the regression model in explaining variations in purchasing behavior.

### 5. Discussion

The results of this study indicate that lifestyle has a positive and significant effect on purchasing decisions at coffee shops. These findings suggest that consumers' decisions to visit and make purchases are not solely driven by the need for coffee drinks but are also strongly influenced by how the coffee shop reflects, supports, or even shapes their lifestyle. In Ubay (2023), lifestyle was also found to have a positive and significant effect on coffee shop purchasing decisions in Yogyakarta, with respondents showing a very high level of agreement on the indicators. These results reinforce the view that lifestyle is a key factor in creating purchasing decisions and attracting the interest of potential consumers.

The analysis indicates that cafe atmosphere has a negative effect on purchasing decisions, as shown by a coefficient of -0.072 and a standardized beta of -0.056. Although the significance value is 0.000, the direction of the relationship is negative, which contradicts Hypothesis 2, which proposed that cafe atmosphere would have a positive effect on purchasing decisions. This result suggests that improvements in physical elements such as interior design, lighting, music, or aroma do not necessarily increase purchasing decisions in this context and may even show a slight inverse relationship. According to Rahman and Mirnayanti (2025) and Mulyadi et al. (2025), the physical environment is deliberately designed and managed by entrepreneurs to create certain emotional impacts on consumers, which ultimately influence their perceptions, decisions, and satisfaction. However, in this study, these

environmental elements do not translate into a positive influence on purchasing decisions. Therefore, although the relationship is statistically significant, its negative direction indicates that the empirical results do not support the proposed positive relationship, and Hypothesis 2 is rejected.

The results also show that word of mouth does significantly affect purchasing decisions. This suggests that recommendations, stories, or information from others (friends, family, or online reviews) do not directly influence satisfaction levels. Purchasing decision is more a result of direct experience and personal assessment during visits than of external opinions. Word-of-mouth communication is considered highly reliable because it stems from direct experiences and is not influenced by marketing interests (Arafah & Subali, 2023). In line with Arif and Siregar (2021), word of mouth has a positive and significant influence on purchasing decisions, consistent with the results of this study.

The simultaneous F-test confirmed that lifestyle, cafe atmosphere, and word of mouth together significantly influence purchasing decisions, with an F-value of 40.577 and a significance level of 0.000 ( $p < 0.05$ ). This indicates that the first hypothesis is accepted, and purchasing decisions are significantly affected by the combination of these three factors. Marbun et al. (2022) define purchasing decisions as part of consumer behavior encompassing all actions related to acquiring and selecting a product or service, including decisions before and after purchase. These findings also align with Budiyanto and Pratama (2023), who showed that word of mouth, cafe atmosphere, and a hedonic lifestyle jointly influence purchasing decisions.

These findings suggest that coffee shop managers should pay greater attention to marketing strategies that align with consumers' lifestyles, such as providing spaces that support social interaction, working, and studying. This study contributes to the literature on consumer behavior by emphasizing that purchasing decisions in coffee shops are influenced not only by physical environmental factors but also by lifestyle dimensions that reflect the identity and activity patterns of modern consumers.

## 6. Conclusion

This study demonstrates that purchasing decisions at coffee shops are influenced by a combination of several factors. The results of the analysis indicate that, partially, lifestyle has a positive and significant effect on purchasing decisions, meaning that the stronger the alignment between consumers' lifestyles and the concept of the coffee shop, the greater the likelihood that consumers will make a purchase. In contrast, cafe atmosphere does not positively affect purchasing decisions. Word of mouth show a statistically significant individual effect in this research context. However, the simultaneous test shows that lifestyle, cafe atmosphere, and word of mouth collectively have a significant influence on purchasing decisions. These findings confirm that consumers' decisions to visit and purchase at coffee shops are not driven by a single factor but rather by a combination of factors that shape the overall consumption experience.

The findings suggest that coffee shop managers should place greater emphasis on strategies that align their business concepts with consumers' lifestyles, as this factor has proven to have the strongest influence on purchasing decisions. Moreover, although cafe atmosphere and word of mouth do not show significant individual effects, these factors remain important as supporting elements in enhancing the overall customer experience. This study has several limitations, including the focus on a limited number of variables affecting purchasing decisions and the scope of respondents restricted to coffee shop consumers in Yogyakarta. Therefore, future research is recommended to incorporate additional relevant variables, expand the research context, and apply different analytical approaches or methods in order to

obtain a more comprehensive understanding of consumer behavior in choosing coffee shops.

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The data that support the findings of this study are available from the corresponding author upon reasonable request.



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