ARE PRODUCT QUALITY, LIFESTYLE, AND E-WOM IMPACT ON PURCHASE DECISIONS AT KOPI KENANGAN?

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ABSTRACT

The purpose of this study was to determine the effect of product quality, lifestyle, e-wom on purchase decision. This research was conducted at Kopi Kenangan which is located at Jalan Jendral Sudirman Pekanbaru, Riau. The population in this study were all consumers coffee shop at Kopi Kenangan, whose exact number was not known, so using the roscoe formula, the sample was set at 120 people using the accidental sampling method. Data analysis using multiple linear regression. Research result inform that (1) product quality has a positive and significant influence on purchase decision. (2) lifestyle has a positive and significant influence on purchase decision. (3) ewom has a positive and significant influence on purchase decision.

Keywords: Product Quality; Lifestyle; Electronic Word of Mouth; Purchase Decision; Multiple Linear Regression

APAKAH KUALITAS PRODUK, GAYA HIDUP DAN E-WOM MEMPENGARUHI KEPUTUSAN PEMBELIAN PADA KOPI KENANGAN?

ABSTRAK

Tujuan penelitian ini adalah untuk mengetahui pengaruh product quality, lifestyle, dan e-wom terhadap purchase decision. Penelitian ini dilakukan di Kopi Kenangan yang beralamatkan di Jalan Jendral Sudirman Pekanbaru, Riau. Populasi dalam penelitian ini adalah seluruh konsumen pada coffee shop Kopi Kenangan di Kota Pekanbaru yang jumlahnya tidak dapat diketahui dengan pasti, maka dengan menggunakan rumus roscoe sampel ditetapkan sebesar 120 orang dengan metode accidental sampling. Analisis data menggunakan regresi linear berganda. Hasil penelitian menginformasikan bahwa (1) kualitas produk memiliki pengaruh positif dan signifikan terhadap keputusan pembelian. (2) gaya hidup memiliki pengaruh positif dan signifikan terhadap keputusan pembelian. (3) ewom memiliki pengaruh positif dan signifikan terhadap keputusan pembelian.

Kata Kunci: *Kualitas Produk; Gaya Hidup; EWOM; Keputusan Pembelian; Analisa Regresi Berganda*

INTRODUCTION

The food and beverage business in Indonesia has shown significant growth each year. One segment that has particularly thrived is the coffee shop business. Enjoying a cup of coffee has become a cultural habit among Indonesians. Historically, coffee preparation was simple, typically involving just water, sugar, or condensed milk. However, in the modern era, the variety of coffee types and brewing techniques has expanded significantly.

Indonesia is one of the world's largest coffee producers, with coffee plantations covering approximately 1.5 million hectares. Robusta is the predominant variety cultivated, though Arabica is also grown in various regions. In recent years, Indonesia's coffee exports have experienced strong growth. In 2020, coffee exports were estimated at approximately USD 2.1 billion, with Japan, the United States, and Europe as the primary export destinations.

Coffee shops, originally focused solely on selling coffee, have evolved in response to changing consumer preferences and market trends. Many now offer a range of non-coffee beverages and complementary food items. The coffee shop trend is particularly prominent among young entrepreneurs in urban areas, including cities like Pekanbaru. Coffee shops have become popular venues for socializing, working, meeting, studying, and completing assignments. This evolution highlights the shift from coffee being merely a commodity to becoming a lifestyle product. This change has not gone unnoticed by savvy entrepreneurs who see opportunities in the coffee shop business. Many new local coffee brands have emerged, differentiating themselves from established global brands by appealing to the purchasing power and preferences of local consumers. One notable example is Kopi Kenangan, a brand under PT. Bumi Berkah Yoga, which was founded in 2017. Kopi Kenangan operates in the coffee beverage industry and has played a key role in shaping the modern Indonesian coffee market.

According to Setiadi in Febriyanti *et al.*, (2016), a purchasing decision is the process of synthesizing information to evaluate two or more alternative courses of action and selecting one of them. Similarly, Olson in Sangadji & Sopiah (2013) defines purchasing decisions as a problem-solving process that involves stages such as problem recognition, solution search, alternative evaluation, and final selection between available options.

Table 1. Sales of Local Brand Coffee 2019 - 2023

Brand Name	2019	2020	2021	2022	2023
Kopi Kenangan	-	39.90	36.70	-	39.70
Janji Jiwa	-	29.80	39.50	38.30	39.50
Fore *Coffee*	-	5.10	6.40	6.50	7.50
Kulo	13.60	12.40	10.20	6.30	-

Source: Top Brand Award (www.topbrand-award.com)

As shown in Table 1, the Kopi Kenangan brand ranked first among local coffee brands most favored by Indonesian consumers in 2023, with total sales reaching 39.70%.

One of the key marketing positioning strategies is product quality. According to Kotler & Keller (2016:37), product quality refers to a product's ability to perform its intended functions, which includes factors such as durability, reliability, and precision. In the context of coffee shops, product quality is often evaluated based on the uniqueness of the product's appearance and taste, allowing consumers to recognize that the product is exclusive to Kopi Kenangan. When the quality of the product meets or exceeds consumer expectations, it positively affects purchasing decisions. Previous studies support this, with (Rudiansyah & Suprihhadi, 2022) revealing that product quality has a positive and significant effect on purchasing decisions. This is also supported by Anwar, (2015), confirming that product quality has a significant and positive effect on purchasing decisions. However, contrasting findings were presented by Putra & Talumantak research (2022), who concluded that product quality does not have a significant effect on purchasing decisions.

Lifestyle according to Kotler & Keller (2016), refers to the way a person expresses their activities, interests, and opinions, which collectively define how they interact with their environment. According to the Kamus Besar Bahasa Indonesia (KBBI), lifestyle is a pattern of behavior exhibited by a group of people in their daily lives. The higher the consumer's lifestyle, the more it will impact changes in consumer purchasing decision patterns. Previous studies have shown that lifestyle has a significant effect on purchasing decisions (Arif, 2021). This finding is confirmed by Dahmiri *et al.*, (2020), who also show that lifestyle has a significant effect on purchasing decisions. However, Mongisidi *et al.*, (2019), present contrasting results, explaining that lifestyle does not have a significant effect on purchasing decisions.

According to Kotler & Keller (2016) eWOM (Electronic Word of Mouth) or viral marketing refers to the use of the internet to create word-of-mouth effects that support marketing efforts and objectives. Muis, et al., (2020) define eWOM as positive or negative statements made by potential or existing customers about a product or company, which are accessible to a wide audience through the internet. eWOM marketing activities encourage consumers to share their experiences with others about the products or services developed by a company, whether through online videos, audio, or text. A study by Sari *et al.*, (2017) explains that eWOM has an effect on purchasing decisions, a finding that is supported by Dewi & Sudiksa (2019), who also show a positive and significant effect

of eWOM on purchasing decisions. However, Sastri & Harsoyo (2023), reveals that eWOM does not have a significant effect on purchase decisions.

The objective of this study is to determine and analyze the effect of product quality, lifestyle, and eWOM on purchasing decisions at Kopi Kenangan in Pekanbaru.

LITERATURE REVIEW

Purchase Decision

According to Setiadi, as cited in Sangadji & Sopiah (2013), consumer decisions are "an integration process that combines knowledge to evaluate two or more alternative behaviors and chooses one of them. The result of this integration process is a choice that is presented cognitively as a behavioral intention."

Kotler & Armstrong (2016) define the purchasing decision process as a sequence of stages that a buyer goes through before making a purchase. They identify five stages in this process: problem recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior. The indicators of a purchasing decision, according to Kotler & Armstrong (2016), include: product selection, brand selection, place selection, timing of purchase, and quantity of purchase.

Product Quality

Kotler & Armstrong (2016) describe product quality as the ability of a product to perform its intended function, which includes attributes such as durability, reliability, precision, ease of operation, and ease of repair, along with other characteristics of the product. One of the primary values that customers expect from manufacturers is the highest quality in terms of both products and services.

In order to gain a competitive advantage in today's market, companies—whether in the food, beverage, clothing, or service industries—must offer high-quality products that attract and retain consumers. If the product quality is superior, it encourages consumer interest in purchasing the product or service offered.

This is supported by a study from Rudiansyah & Suprihhadi (2022), which found that product quality has a significant effect on purchasing decisions. Similarly, Anwar (2015) study confirms that product quality has a significant and positive effect on purchasing decisions. However, a study by Putra & Talumantak (2022) indicates that product quality does not have a significant effect on purchasing decisions.
H1: Product quality has a positive effect on purchasing decisions at Kopi Kenangan in Pekanbaru.

Lifestyle

Lifestyle is broadly defined as a person's pattern of living, expressed through activities, interests, and opinions. It affects an individual's behavior, ultimately shaping their consumption patterns. Each person has a unique lifestyle, which may change over time. According to Setiadi (2013), lifestyle is a way of living defined by how a person spends their time (activities), what they prioritize in their environment (hobbies), and their self-perceptions. Lifestyle is a key aspect of consumer behavior and plays a significant role in affecting purchasing decisions for goods and services.

This has been explained by Dahmiri *et al*. (2020), Lin *et al*. (2012), Dermawan *et al*. (2021) that lifestyle has a significant effect on purchasing decisions. Similarly, Ginting & Bangun (2022) confirm that lifestyle has a significant effect on purchasing decisions. In contrast, Mongisidi *et al*. (2019) found that lifestyle does not have a significant effect on purchasing decisions.
H2: Lifestyle has a positive effect on purchasing decisions at Kopi Kenangan in Pekanbaru.

Electronic Word of Mouth

Blazevic *et al*., (2013) describe eWOM as the exchange of information between customers about their experiences, which can effect the attitudes and behaviors of others. Kotler & Keller (2016) define eWOM, or viral marketing, as the use of the internet to create word-of-mouth effects that support marketing efforts and objectives. In today's digital era, the application of eWOM through social media has proven to be highly effective in reaching a wider audience. One key advantage of eWOM for online businesses is its cost-effectiveness, delivering a significant effect with minimal expenditure.

eWOM is closely related to purchasing decisions, as consumers often seek information about products or services before making a purchase. To increase market sales, every company can build a network to create good eWOM. Before consumers decide to make a purchase of a product or service, they will certainly find out various information about the desired product or service. Therefore, eWOM is the most effective way to create purchasing decisions for consumers.

A study by Sari *et al*. (2017) supports the idea that eWOM has an effect on purchasing decisions, and Dewi & Sudiksa (2019) further highlight has a positive and significant effect on purchasing decisions. In contrast, Sastri & Harsoyo (2023), Zahid & Ruswanti (2024) found that eWOM does not have a significant effect on purchasing decisions.
H3: eWOM has a positive effect on purchasing decisions at Kopi Kenangan in Pekanbaru.

Research Model
The research model for this study can be seen in Figure 1.
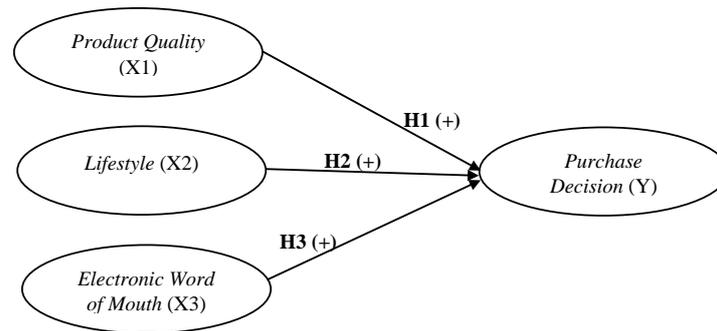
Source : Dahmiri et al. (2020) ; Sastri & Harsoyo (2023) ; Rudiansyah & Suprihhadi (2022)
Figure 1. Research Model

RESEARCH METHODS
The population of this study consists of consumers who make purchases at Kopi Kenangan in Pekanbaru. Since the exact number of consumers is unknown, the sample size was determined using Roscoe's formula, resulting in 120 respondents. The sampling method used is accidental sampling. Data analysis is conducted using multiple linear regression.
        Table 2 shows the operational variable of this research.

Table 2. Operational Variable

No	Variable	Indicator	Source	Scale
1.	*Purchase Decision* (Y)	Product Choice	Kotler & Amstrong, (2019)	Interval
		Brand Choice		
		Place Choice		
		Purchase Time		
		Purchase Amount		
		Payment Method		
2.	Product Quality (X₁)	The Presentation of Food	Hanaysha (2016)	Interval
		Taste		
		Diversity of Choices		
		Healty Option		
		Freshness		
		Temperature		
3.	Lifestyle (X₂)	Aktivitites	Kotler & Keller (2016)	Interval
		Interest		
		Opinion		
4.	Electronic Word of Mouth (X₃)	Intensity	Goyette *et al*. (2013)	Interval
		Positive Valance		
		Negative Valance		
		Content		

Source : Data Processed, 2023

Data Analysis Techniques
Preliminary Test
Validity test is used to measure the validity of the questionnaire. A questionnaire is considered valid if the questions accurately measure the intended variables. To meet the validity requirement, each item in the questionnaire must have a correlation coefficient > 0.3. Reliability test is a tool to measure the consistency of the questionnaire as an indicator of a variable or construct. A questionnaire is deemed reliable if the respondents' answers remain consistent or stable over time. A variable is considered reliable if its Cronbach's Alpha value is > 0.6.

Multiple Linear Regression Test
Multiple linear regression is used to evaluate the effect of the independent variables are product quality, lifestyle, electronic word of mouth, while dependent variable, which is purchase decision. This analysis assesses the

simultaneous and partial effects of the independent variables on the dependent variable. The regression equation is expressed as follows: $Y = a - b_1X_1 + b_2X_2 + b_3X_3$

Hypothesis Testing

As per Ghozali (2016:171), the t-test is used to determine the effect of each independent variable on the dependent variable. The test compares the calculated t-value with the critical t-value from the t-distribution table, using a significance level (α) of 0.05. The decision criteria used are as follows: (1) Hypothesis is accepted if the calculated t-count $\geq$ t-table or the significance value (p-value) $< \alpha$, and (2) Hypothesis is rejected if the calculated t-count $\leq$ t-table or the significance value (p-value) $> \alpha$

RESULT AND DISCUSSION

Table 3. Respondent Characteristics

Gender	Amount
1. Man	37
2. Woman	83
Age	
3. < 25 years	102
4. 26 – 35 years	16
5. 36 – 45 years	2
Occupation	
6. Student	88
7. Private Employees	24
8. Government Employees	1
9. Entrepreneur	3
10. Doctor	1
11. Housewife	2
12. Education Staff	1
Income	
13. < Rp 2.500.000	47
14. > Rp 2.500.000 - 3.500.000	31
15. > 3.500.000 - 4.500.000	15
16. > 4.500.000	27
Intensity of Visits	
17. 1	35
18. 2 – 4	55
19. 5 – 7	12
20. > 8	18

Source : Data Processed, 2023

Based on Table 3, the demographic characteristics of the 120 respondents are as follows: the majority of the respondents are female (83 people) and under the age of 26 (102 people); in terms of occupation, the majority of the respondents are students (88 people) while in terms of income, the majority of the respondents earn less than Rp 2,500,000 per month (47 people), whereas the most frequent visit intensity is 2-4 times per month (55 people).

Normality Test

The Kolmogorov-Smirnov test is a common method for assessing the normality of data because it is straightforward and avoids interpretational ambiguity. A dataset is considered normally distributed if the significance value is greater than 0.05 (P > 0.05). According to the Kolmogorov-Smirnov test results, the significance value obtained was 0.776, which is greater than 0.05, so it can be concluded that the data in this study has a normal distribution.

Coefficient of Determination Test (R2)

Table 4. Determination Test (R^2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.837[a]	.701	.693	.38793	2.345

Source : SPSS, 2023

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The coefficient of determination (R²) measures the proportion of variation in the dependent variable that can be explained by the independent variables. Based on Table 4, the adjusted R² value is 69.3%, indicating that product quality, lifestyle, and electronic word-of-mouth (e-WOM) explain 69.3% of the variance in purchasing decisions at Kopi Kenangan in Pekanbaru. The remaining 30.7% is attributed to other factors not included in this study.

Multiple Linear Regression Test
Multiple regression equation is used to model the relationship between the independent and dependent variables. The regression equation comprises a constant (intercept), regression coefficients (slopes), and the independent variables. Based on Table 5, the following multiple linear regression equation was generated:

Table 5. Coefficient Test

Model		*Unstandardized Coefficients*		Conclusion
		B	*Std. Error*	
1	(*Constant*)	.343	.268	
	Product Quality	.217	.106	Berpengaruh Positif
	Lifestyle	.473	.075	Berpengaruh Positif
	Electronic Word of Mouth	.241	.065	Berpengaruh Positif

Source : SPSS 2023

Based on Table 5, multiple linear regression equation is:
$$Y = a + b1X1 + b2X2 + b3X3$$
$$Y_{\text{purchase decision}} = 0{,}343 + 0{,}217_{\text{product quality}} + 0{,}473_{\text{lifestyle}} + 0{,}241_{\text{ewom}}$$

Hypothesis Testing
For hypothesis testing, the t-table value with a significance level of 5% is 1.980 and the result can be seen in Table 6. The decision criteria used are as follows: (1) Hypothesis is accepted if the calculated t-count $\geq$ t-table or the significance value (p-value) $<\alpha$, and (2) Hypothesis is rejected if the calculated t-count $\leq$ t-table or the significance value (p-value) $>\alpha$.

Table 6. Hypothesis Testing

Model	t	Sig.	Conclusion
Product Quality	2.053	.042	Significant
Lifestyle	6.343	.000	Significant
Electronic Word of Mouth	3.728	.000	Significant

Source : SPSS, 2023

DISCUSSION
The Effect of Product Quality on Purchasing Decisions
Based on the results of data analysis and testing that have been carried out, the results of the study indicate that product quality has a positive and significant effect on purchasing decisions at Kopi Kenangan in Pekanbaru. The descriptive statistics show that most respondents are young consumers who tend to purchase coffee to combat drowsiness and boost their energy levels for work or studies. This demographic trend underscores the importance of Kopi Kenangan offering high-quality products (to meet consumer expectations). Fitriana & Soetjipto (2015) state that "product quality is something that holds value in the target market, determined by its ability to provide benefits and satisfaction." This opinion highlights that the quality of a product is how a product or service has value and can provide benefits to users of a product or service.

This finding aligns with previous studies. For instance, Rudiansyah & Suprihhadi (2022) concludes that product quality has a significant effect on purchasing decisions. Similarly, Anwar (2015) explains that product quality has a significant and positive effect on consumer purchasing decisions.

The Effect of Lifestyle on Purchase Decisions
Based on the results of data analysis and testing that have been carried out, the results of the study indicate that lifestyle has a positive and significant effect on purchasing decisions at Kopi Kenangan in Pekanbaru. The descriptive statistics show that most respondents are young consumers who tend to follow current trends, particularly when it comes to coffee consumption. The growing number of coffee shops reflects the evolving lifestyle of the younger generation, where coffee consumption has become a cultural and social activity. According to Setiadi (2013), lifestyle is defined by how individuals spend their time (activities), what they value in their environment (interests), and their self-perception (opinions).

This finding aligns with previous studies. For instance, Dahmiri *et al*. (2020), Herawati *et al*. (2019)

explains that lifestyle has a significant effect on purchasing decisions. Similarly, Ginting & Bangun (2022), show that lifestyle has a significant effect on purchasing decisions.

The Effect of eWOM on Purchase Decisions

Based on the results of data analysis and testing that have been carried out, the results of the study indicate that eWOM has a positive and significant effect on purchasing decisions at Kopi Kenangan in Pekanbaru. The descriptive statistics show that most respondents are students with limited financial resources. With the promos offered by Kopi Kenangan, they are (Kopi Kenangan) able to attract consumers to try and consume their products. Kopi Kenangan has carried out quite good promotional activities, namely through social media and eWOM. The rapid development of the digital era has accelerated the delivery of information to others. According to Kotler & Keller (2016), eWOM refers to positive or negative communication from informed, honest consumers, including former users, about a company's products or services through the internet. eWOM has a strong effect on purchasing decisions, as consumers often seek out reviews and opinions before making purchase choices. To increase market sales, every company can build a network to create good eWOM. Before consumers decide to make a purchase of a product or service, they will certainly find out various information about the desired product or service. Therefore, eWOM is the most effective way to create purchasing decisions for consumers.

This finding aligns with previous studies. For instance, Sari *et al*., (2017) explains that eWOM affects purchasing decisions. Additionally, Dewi & Sudiksa (2019), also confirm that eWOM has a positive and significant effect on purchasing decisions.

CONCLUSION

Based on the results of the study that has been carried out, the following conclusions can be drawn: (1) The study indicates that product quality has a positive and significant effect on purchasing decisions at Kopi Kenangan in Pekanbaru. (2) The study indicates that lifestyle has a positive and significant effect on purchasing decisions at Kopi Kenangan in Pekanbaru. (3) The study indicates that electronic word-of-mouth (eWOM) has a positive and significant effect on purchasing decisions at Kopi Kenangan in Pekanbaru.

Based on the results of the study that has been carried out, the following recommendations (suggestions) are proposed:: (1) It is recommended for the management of Kopi Kenangan in Pekanbaru to be able to provide satisfaction to every consumer by continuously improving the quality of the products offered and fulfill every consumer need to become added value in increasing consumer interest in giving a good impression to others (2) It is recommended for researchers of subsequent study to expand this study by incorporating additional variables that may affect purchasing decisions, and by increasing the sample size (to gain broader insights into consumer behavior).

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