

## THE INFLUENCE OF PERCEPTION, MOTIVATION, ATTITUDE, AND LIFESTYLE ON PURCHASING DECISIONS AT SALAPAN COFFEE

Enok Nuriah<sup>1</sup>

Universitas Muhammadiyah Purwokerto, Purwokerto, Indonesia  
[enoknuriah29@gmail.com](mailto:enoknuriah29@gmail.com)

Herni Justiana Astuti<sup>2</sup>

Universitas Muhammadiyah Purwokerto, Purwokerto, Indonesia  
[herni99@gmail.com](mailto:herni99@gmail.com)



### Abstract

This study aims to analyze the influence of perception, motivation, attitude, and lifestyle on purchasing decisions in Salapan Coffee. The method applied was a quantitative approach with a questionnaire of 130 selected respondents based on *purposive sampling* criteria where consumers who had visited and had bought food or beverage products at Salapan Coffee. Data measurement using a Likert scale of 1 to 5. The stages of data analysis include validity, reliability, classical assumptions, multiple linear regression, coefficient of determination, F-test, and t-test using SPSS 27. The results of the analysis stated that perception, motivation, attitude, and lifestyle have a positive and significant influence on purchasing decisions. The attitude variable was the dominant factor, with the research model explaining 83.4% of the variation in purchasing decisions, while the remaining 16.6% is was caused by other factors not included in the the research model. The conclusion of the study explains that an increase in purchasing decisions can be achieved by strengthening positive consumer attitudes through improvements in product quality, service, and marketing strategies that are aligned with the lifestyle of the target market in order to maintain competitiveness.

**Keywords:** Perception, Motivation, Attitude, Lifestyle, Purchase Decision

## INTRODUCTION

In recent years, cafes in Indonesia have experienced rapid growth. This is evident from the large number of coffee shops that have opened in various regions, which are always crowded with visitors every day. Indonesia ranks first as the country with the most *coffee shops* in the world. As of November 2025, there were 461,991 *coffee shops* in Indonesia (kumparanfood, 2026). In addition, based on information from the International Coffee Organization (ICO), the national coffee industry is predicted to grow by 12% every year until 2025, this condition shows that there is an opportunity for *local coffee shops* that emphasize the quality and characteristics of their products (Aji, 2025). Meanwhile, in 2025 Central Java Province ranked third as the region with the highest number of *coffee shops* in Indonesia, reaching 65,983 locations (14.3%). This number is below the province of East Java with 105,397 locations (22.8%) and West Java with 88,819 locations (19.2%). (Mardiana, 2026). This development is influenced by changes in the consumption patterns of modern society today which make cafes are not just place to enjoy coffee, but also used as a place to relax, social space, interact, do tasks, complete work to a means of expression of lifestyle (Triana et al., 2024). The trend of coffee drinking culture that is increasingly widespread has brought changes in consumer behavior, where the habit of drinking coffee is no longer just a fulfillment of needs, but today it is a component of lifestyle and a symbol of social status. For example, by drinking coffee in a café that has an exclusive image and with superior types of coffee made directly by experienced baristas (Gramanda & Malisan, 2021). At this time cafes are a place to gather or a place to hang out and have become the culture of Indonesian society. This phenomenon arises due to a shift in people's lifestyles, who expect a practical way to obtain food and drinks (Sholihah, 2020).

This phenomenon is not limited to urban areas. Currently, a similar trend is spreading to areas outside of major cities. The emergence various modern cafes in these areas shows that there has been a change in consumer behavior, with people becoming more open to various culinary concepts and relaxing places with aesthetic value. One concrete example is Salapan Coffee, a café located in the Dayeuhluhur sub-district, more precisely on Jl. Mergo, Ciawitali, Panulisan Timur, Cilacap Regency, Central Java. This cafe offers a relaxed atmosphere with a wide selection of coffee or non-coffee beverages, as well as light and heavy meals. Despite not being located in the city center, Salapan Coffee has succeeded in attracting consumers from various backgrounds with its comfortable concept and diverse menu. However, the rapid development of similar cafes in the area has led to fierce competition, causing instability in consumer purchasing decisions. This condition shows uncertainty regarding the main factors that most influence consumers to choose Salapan Coffee among the many alternative choices. Psychological factors play a role as factors that can drive marketing stimuli. Meanwhile, personal factors are related to the psychology that distinguishes one individual from another, which later causes a reaction that tends to be stable and long-lasting towards the surrounding environment (Putri, 2022). Several studies mention that respondents agree that psychological factors can influence purchasing decisions (Viora, 2020). Similarly, personal factors such as lifestyle can also influence a person's purchasing decisions (Fadjar et al., 2022).

Referring to Kotler et al. (2024), the purchase decision includes a consumer behavior component, which includes the process of integrating, evaluating, determining choices, and utilizing products and services to meet your needs. At this stage, consumers have made their

choice and are ready to complete a transaction to obtain the product or service (Amira et al., 2025). Understanding the mechanism of purchasing decisions at Salapan Coffee plays an important role in determining success in winning the competition in the coffee industry. Amid increasing competitive competition, understanding the factors that influence important purchasing decisions so that business can create targeted marketing strategies, in line with consumer needs, and support business sustainability (Yulita et al., 2025). In this study, the main factors of interest are perception, motivation, attitude, and lifestyle, which are suspected to influence purchasing decisions at Salapan Coffee.

Perception is the individual's stage in tuning, organizing, and interpreting information to form a meaningful understanding of the surrounding environment (Kotler et al., 2024). Perception plays a role in purchasing decisions because it shapes a person's assessment of a product; positive perceptions encourage purchase intent (Wang et al., 2023). Several previous studies support this perception by finding a significant positive impact on purchasing decisions, as revealed in the study (Ismoyowati et al., 2023), Khristianto et al. (2023a), (Aprianda & Halim, 2024), and findings from the studies by (Alicia & Dewantara, 2024), and (Asnawi, 2022). However, there are differences in the findings of the study conducted by (Illiyin, 2021), which concluded that perception does not have a significant influence on purchasing decisions, reinforced by the studies by (Wulandari et al., 2026) and (Nasution, 2023).

Motivation is defined as an impulse that arises within an individual as a result of a strong enough need that the individual strives to fulfill it (Kotler et al., 2024). Motivation influences purchasing decisions because it acts as a driver, supporting the needs that motivate a person to act to fulfill those needs; the higher the motivation, the greater the tendency to buy (Anisa et al., 2025). The research gap in the motivation variable can be seen from the differences in the results. Several findings reveal that motivation has a significant positive impact on purchasing decisions, as in the studies by Anisa et al. (2025), Yudha Saputra et al. (2022), Setyawati & Santoso (2024), Ismoyowati et al. (2023), and Khristianto et al. (2023). However, according to research by Sakti & Pratama (2022), Mubarok & Wiyadi (2024), and Nurhayati et al. (2025), motivation partially has no significant impact on purchasing decisions.

Attitude is a relatively consistent assessment, feeling, and tendency that directs individuals to like or dislike and approach or avoid something (Kotler et al., 2024). Consumer attitudes can influence purchasing decisions because they reflect individuals' judgments and tendencies toward a product and service (Yucha et al., 2022). Consumers who are interested in the product will make a purchase, while those who are not interested are unlikely to buy it (Rakhayu & HJ Astuti, 2024). In accordance with the findings of Anisa et al. (2025), Fadjar et al. (2022), Sari & Haryanti (2024), Asnawi (2022), and Indriany et al. (2022), it is confirmed that attitudes have a positive significant influence on purchasing decisions. Conversely, findings from (Kalputri, 2021) and (Salsabila et al., 2025) show that consumer attitudes have no effect on purchasing decisions, while (Saktiana & Miftahuddin, 2021) state that attitudes were proven to have a significant negative influence on purchasing decisions.

Lifestyle is the way individuals live their lives, which can be seen through activities, interests, opinions that reflect how someone socialized and behave, as well as influence purchasing decisions (Kotler et al., 2024). Several studies show that lifestyle has a significant positive impact on purchasing decisions, such as the findings of Ismoyowati et al. (2023),

Saputra & Sardjono (2022), Setyawati & Santoso (2024), (Fadjar et al., 2022), and Aprilia et al. (2023). However, a number of studies have found different results, showing that lifestyle does not influence purchasing decisions, such as the studies by Mubarok & Wiyadi (2024), Thania & Anggarini (2021), and Wolff et al. (2022). Therefore, these four variables together can provide a comprehensive picture of consumer behavior in choosing a cafe.

However, most previous studies have not comprehensively focused on the behavior of consumers who buy at cafes, especially those located outside major cities. The study by Ismoyowati et al. (2023) focuses more on millennial consumers in the Yogyakarta area, emphasizing the contribution of motivation, perception, and lifestyle in purchasing decisions. Meanwhile, the study from Fadjar et al. (2022) focuses on the role of consumer attitudes and lifestyles in influencing purchasing decisions, although the study was conducted in a different product and location context. Therefore, this article is a development study that adapts the conceptual framework of Ismoyowati et al. (2023) by adding and strengthening the consumer attitude variable as stated in the study by Fadjar et al. (2022) and applying it in the context of cafes outside urban areas. This is an important research gap, considering that differences in social, economic, and cultural contexts in non-urban areas can shape the way consumers interpret and make purchasing decisions differently compared to urban communities. In accordance with the previous description, this study was carried out with the aim of finding out whether perceptions, motivations, attitudes, and lifestyles have an influence on purchasing decisions at Salapan Coffee. The findings from this study are expected to be used as a basis for consideration by cafe owners in areas outside major cities to maintain and develop appropriate marketing strategies. Meanwhile, this study is also expected to broaden the understanding of consumer behavior when deciding to make a purchase decisions, especially in relation to the factors of perception, motivation, attitude, and lifestyle.

## **REVIEW OF LITERATURE**

### **Three Component Theory Of Attitude**

Schiffman & Wisenblit (2015) explain that attitudes are divided into three important elements, namely cognitive, affective, and conative. The cognitive component relates to a person's understanding and perception of a particular object obtained through direct experience or information received. The affective component relates to the emotions and feelings of consumers as a form of evaluation of the object of attitude. Meanwhile, the conative component reflects a person's tendency to act or behave towards the object. In this study, the cognitive component is explained through the variables of motivation and attitude, which reflect consumers' needs, beliefs, and assessments of Salapan Coffee. The affective component is explained through the variables of perception and lifestyle, which describe impressions, preferences, and emotional involvement in the concept, atmosphere, and image of the cafe. Finally, the conative component reflects actual behavioral tendencies manifested in purchasing decisions. Thus, these three components form a psychological process that influences purchasing decisions at Salapan Coffee.

### **Perception**

Kotler et al. (2024) explain that perception is a series of processes carried out by a person when sorting, organizing, and interpreting the information received so that an understanding of their environment is created. Setiadi (2019) also adds that perception is an internal factor that determines how consumers interpret and understand their surroundings.

This study assesses, consumer perceptions of Salapan Coffee are formed based on their experiences and assessments of the service, atmosphere, and quality of the products offered. Perceptions are also influenced by various factors, including personal experiences, beliefs, values, and preferences (Alicia & Dewantara, 2024), so consumers tend to be attracted to brands with positive perceptions. Kotler et al. (2024) put forward three main indicators that form the basis for assessing perception, namely: (1) Selection, (2) Organization, (3) Interpretation.

### **Motivation**

(Kotler et al., 2024) states that motivation is an impulse that arises from within a person, caused by a strong need, resulting in a desire to fulfill that need. Similarly, Setiadi (2019) states that motivation is a condition within a person that drives them to act in order to achieve certain goals. Motivation to participate is quite high in consumer behavior because it forms the basis of the exchange of goods and services between consumers and sellers (Setyawati & Santoso, 2024). In this study, motivation is understood as the drive that encourages consumers to buy and visit Salapan Coffee to fulfill their needs. The indicators of motivation based on Maslow's Hierarchy of needs in Setiadi (2019) are: (1) Physiological, (2) Safety and security, (3) A sense of belonging, (4) Self-esteem, (5) Self-embodiment

### **Attitude**

Referring to Kotler et al. (2024), attitude is a relatively consistent judgment and feeling of being undivided toward something, which determines whether the individual will like or reject it. Setiadi (2019) defines attitude as a tendency to respond to an object, either in the form of acceptance or rejection. Based on this definition, attitude can describe an individual's feelings and assessments of an object, whether it be a brand, service, or certain behavior, thereby enabling an estimation of sales potential (Indriany et al., 2022). Attitude is related to consumers' knowledge, feelings, and tendency to act toward Salapan Coffee, which is reflected in their trust in product quality, feelings of satisfaction, and intention to return. Attitude is measured based on three indicators referred to by Setiadi (2019) namely: (1) cognitive component, (2) affective component, and (3) conative component.

### **Lifestyle**

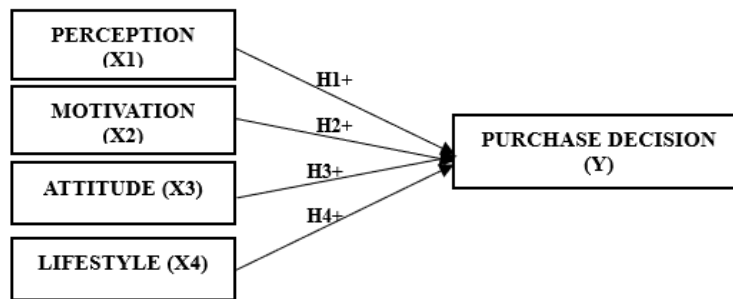
Lifestyle is defined as an individual's life pattern that is drawn from activities, interests, and opinions, which can influence how they interact and behave, thereby affecting purchasing decisions (Kotler et al., 2024). Lifestyle itself stems from personal factors related to an individual's psychology. Lifestyle can reflect how a person interacts and acts in their social environment. In the context of Salapan Coffee, lifestyle can be seen from consumer behavior in using their time and money at Salapan Coffee, their habits of gathering, working, and relaxing, as part of following trends and their social needs. Lifestyle indicators are measured based on the AIO (*activities, interests, opinions*) dimensions of Setiadi (2019): (1) Activities, (2) Interests, (3) Opinions.

### **Purchase Decision**

Purchase decisions are the final process of information processing and evaluation carried out by consumers. Setiadi (2019) argues that purchasing decisions are a process of combining information to assess several alternative behaviors, which then determine one choice. According to Kotler et al. (2024) purchasing decisions occur in the phase where consumers will choose a brand or product and will assess various options, which ultimately leads consumers to decide to purchase a product. The measurement of purchasing decisions

is based on the systematic sequence used by Kotler et al. (2024): (1) Identification of needs, (2) Information search, (3) Alternative evaluation, (4) Purchase decision, (5) Post-purchase behavior.

In this study, it is estimated that consumers perceptions, motivations, attitudes and lifestyles will be directly proportional to their increased opportunities of making purchasing decisions at Salapan Coffee. These positive relationships will potentially be strengthened by the consumers' own positive experiences, which will ultimately have a direct impact on their continued purchasing decisions or recommendations to others regarding the services provided. Therefore, this framework not only explains the direction of a relationship between perception, motivation, attitude, and lifestyle and purchasing decisions, but also forms the basis for the formulation of hypotheses to be tested in this study.



**Figure 1.**  
**Conceptual Framework and Hypothesis**

Hypothesis:

- H1: Perception has a significant positive effect on purchasing decisions at Salapan Coffee
- H2: Motivation has a significant positive influence on purchasing decisions at Salapan Coffee
- H3: Attitudes has a significant positive impact on purchasing decisions at Salapan Coffee.
- H4: Lifestyle has a significant positive impact on purchasing decisions at Salapan Coffee.

## RESEARCH METHOD

This study uses quantitative methods. The population consist of every customer who had visisted and purchased food or beverage products from Salapan Coffee. Since the overall population could not be determined with certainty, the researchers used non-probability sampling techniques with purposive sampling methods, namely selecting respondents based on criteria set by the researchers. This study applied Hiar's formula to calculate the repserentative sample size. Referring to Hair et al. (2019) , if the population size is not cleary known, the required sample size can be calculated using the number of indicators used. The sample size was determined by multiplying the 19 statement indicators in this study by 5 to 10, thus the minimum sample requirement was calculated as follows:

$$\text{Minimum sample size} = 19 \times 5 = 95 \text{ Responders}$$

$$\text{Maximum sample size} = 19 \times 10 = 190 \text{ Respondents}$$

In this study, data was sourced from questionnaires distributed through two methods: online and offline. The online method was conducted through Google Forms, while the offline method involved distributing physical questionnaires to respondents. Independent variables consisted of perception, motivation, attitude, and lifestyle. Meanwhile, the dependent variable or the main focus of this study was purchasing decisions at Salapan

Coffee. Research indicators were measured using a 1-5 Likert scale. Data analysis using SPSS version 27. The analysis consisted of validity testing, reliability testing, normality testing, multicollinearity testing, heteroscedasticity testing, multiple linear regression analysis, and hypothesis testing, which included t-testing, F-testing, and the coefficient of determination.

## RESULTS AND DISCUSSION

This study involved 130 respondents who had visited and purchased food or drinks at Salapan Coffee, with 91 people (70%) being female and 39 people (30%) being male. Respondents were predominantly Generation Z (aged 18-25 years) accounting for 43.8%, and almost all of them were students (44.6%). These findings show that Salapan Coffee is visited more by female consumers than male consumers, which may be related to the suitability of the concept of the place, the atmosphere of the cafe, and the variety of products offered that suit the preferences of female consumers. Furthermore, the dominance of Generation Z respondents who are students indicates that young people are the main market segment for Salapan Coffee. This condition illustrates that young consumers play a strategic role in shaping purchasing decisions, which are influenced by their perceptions, motivations, attitudes, and lifestyles. The demographic characteristics of respondents are described in more clarity in the table below:

**Table 1**  
**Respondent Characteristics**

| Characteristics | Categories            | Total | Percentage (%) |
|-----------------|-----------------------|-------|----------------|
| Age             | 13-17                 | 28    | 21,5 %         |
|                 | 18-25                 | 57    | 43,8 %         |
|                 | 26-35                 | 29    | 22,3 %         |
|                 | 36-45                 | 11    | 8,5 %          |
|                 | 46-55                 | 5     | 3,8 %          |
| Gender          | Male                  | 39    | 30 %           |
|                 | Women                 | 91    | 70 %           |
| Jobs            | Student/Student       | 58    | 44,6 %         |
|                 | Private Employees     | 20    | 15,4 %         |
|                 | Civil Servants (PNS)  | 9     | 6,9 %          |
|                 | Self-employed         | 14    | 10,8 %         |
|                 | Housewives            | 10    | 7,7 %          |
|                 | Others                | 19    | 14,6 %         |
| Revenue/month   | < 1,000,000           | 56    | 43,1 %         |
|                 | 1,000,000 – 3,000,000 | 44    | 33,8 %         |
|                 | > 3,000,000           | 30    | 23,1 %         |

Source: *Data processed by researchers, 2026*

### Validity and Reliability Tests

Validity testing aims to confirm that instruments can correctly measure the aspects that should be measured. Questionnaire items can be categorized as valid, when  $r$  count > table  $r$ , that item categorized valid. The opposite is also true.

Furthermore, reliability testing was conducted to measure the reliability of questionnaire used by researchers, so that the questionnaire can be relied upon even if the research has been conducted several times. Using the same questionnaire at a different time. A variable can be categorized as reliable when the Cronbach Alpha value is higher than 0,60.

**Table 2**  
**Validity and Reliability Tests**

| Variable                                    | Indicator                          | Validity Test        |                   | Reliability Test<br>(Cronbach's<br>Alpha) <sup>c</sup> |
|---|------------------------------------|----------------------|-------------------|--|
|   |                                    | r count <sup>a</sup> | Sig. <sup>b</sup> |  |
| Perception (X1)                             | Selection                          | 0.766                | 0,000             | 0,846  |
|   |                                    | 0.775                | 0,000             |  |
|   | Organization                       | 0.771                | 0,000             |  |
|   |                                    | 0.810                | 0,000             |  |
| Interpretation<br>Kotler et al. (2024)      |                                    | 0.813                | 0,000             |  |
| Motivation (X2)                             | Physiological                      | 0.718                | 0,000             | 0,869  |
|   |                                    | 0.779                | 0,000             |  |
|   | Safety and security                | 0.666                | 0,000             |  |
|   |                                    | 0.835                | 0,000             |  |
|   | A sense of belonging               | 0.527                | 0,000             |  |
|   | Self-esteem                        | 0.747                | 0,000             |  |
| Self-embodiment<br>Setiadi (2019)           | 0.769                              | 0,000                |                   |  |
| Attitude (X3)                               | Cognitive component<br>(knowledge) | 0.781                | 0,000             | 0,888  |
|   |                                    | 0.829                | 0,000             |  |
|   | Affective component<br>(feelings)  | 0.868                | 0,000             |  |
|   | Conative components<br>(actions)   | 0.860                | 0,000             |  |
|   |                                    | 0.819                | 0,000             |  |
| Setiadi (2019)                              |                                    |                      |                   |  |
| Lifestyle (x4)                              | Activities                         | 0.723                | 0,000             | 0,862  |
|   |                                    | 0.857                | 0,000             |  |
|   | Interest                           | 0.835                | 0,000             |  |
|   |                                    | 0.844                | 0,000             |  |
| Opinion<br>Setiadi (2019)                   |                                    | 0.808                | 0,000             |  |
| Purchase<br>Decision<br>(Y)                 | Need recognition                   | 0.781                | 0,000             | 0,894  |
|   |                                    | 0.774                | 0,000             |  |
|   | Information search                 | 0.640                | 0,000             |  |
|   |                                    | 0.760                | 0,000             |  |
| Alternative evaluation<br>Purchase decision |                                    | 0.820                | 0,000             |  |

|                        |       |       |
|------------------------|-------|-------|
| Post-purchase behavior | 0.856 | 0,000 |
|                        | 0.839 | 0,000 |

Kotler et al. (2024)

<sup>a</sup>Accepted if the calculated *r* value > the table *r* value (0.1449)

<sup>b</sup>Accepted if the Sig value < 0.05

<sup>c</sup>Accepted if the Cronbach Alpha value > 0.60

Referring to Table 2, the result obtained from the validity test results for all variable indicators are valid, because the results of all statements have a calculated *r* value is higher than *r* table, which is 0.1449 (determined from a coefficient value of 0.05 or 5%), and all research variables showed a Cronbach alpha value higher than 0.60. Based on these findings, the instruments for the variables of Perception, Motivation, Attitude, Lifestyle, and Purchase Decision are declared reliable. Therefore, all questionnaire items can function as consistent and reliable measurement instruments.

**Normality Test**

Normality testing is applied to assess residual data in studies with a normal distribution or otherwise. This test used the Kolmogorov-Smirnov method with a significance level of 0.05. Data can be classified as normally distributed when significance value is above 0,05. However, when the significance value below 0,05, this condition indicates that the data is not normally distributed.

**Table 3**  
**Normality Test**

|                                     | Unstandardiz ed Residual |
|-------------------------------------|--------------------------|
| N                                   | 130                      |
| Asymp. Sig. (2-tailed) <sup>c</sup> | ,200 <sup>d</sup>        |

Source:SPSS version 27, 2026

Referring to table 3, the Asymp. Sig (2-tailed) recorded as 0.200, so  $0.200 > 0.05$  or Asymp. Sig (2-tailed) exceeds 0.05. Based on these results, the data used in this study is normally distributed.

**Multicollinearity Test**

Multicollinearity test was carried out to ensure that there was no very strong association between independent variables. This test is necessary because it ensures that the regression model used is free from high correlations between independent variables. Multicollinearity was tested through the value of Tolerance and VIF. The model is categorized as free of multicollinearity when the VIF value is < 10 and the Tolerance value is higher than 0.10 and vice versa.

**Table 4**  
**Multicollinearity Test**

| Independent Variables | Collinearity Statistics |       |
|-----------------------|-------------------------|-------|
|                       | Tolerance               | VIF   |
| Perception (X1)       | 0.228                   | 4.387 |
| Motivation (X2)       | 0.172                   | 5.804 |
| Attitude (X3)         | 0.216                   | 4.622 |
| Lifestyle (X4)        | 0.278                   | 3.597 |

Source:SPSS version 27, 2026

Based on Table 4, the multicollinearity test of the perception variable obtained a Tolerance value of 0.228 and a VIF of 4.387, the motivation variable with a Tolerance value

of 0.172 and a VIF of 5.804, the attitude variable had a Tolerance value of 0.216 and a VIF of 4.622, and the lifestyle variable shows a Tolerance value of 0.278 and a VIF of 3.597. All tolerance value were above 0,10 and all VIF values ware below 10. No multicollinearity was found in the the regression model, so this model is suitable for further analysis.

### Heteroscedasticity Test

The heteroscedasticity test carried out for ensure that the residual variance in all observations is homogeneous. Regression models that meet the criteria are those that do not show any residual variance differences. The test was conducted using the Glejser test. The model is categorized as not experiencing heteroscedasticity when the significance value is greater than 0,05.

**Table 5**  
**Heteroscedasticity Test**

| Mod<br>el | Coefficients <sup>a</sup>      |               |                              |       |        |      |
|-----------|--------------------------------|---------------|------------------------------|-------|--------|------|
|           | Unstandardized<br>Coefficients |               | Standardized<br>Coefficients | t     | Sig.   |      |
|           | B                              | Std.<br>Error | Beta                         |       |        |      |
| 1         | (Constant)                     | .240          | .098                         |       |        |      |
|           | Perception (X1)                | -.023         | .048                         | -.090 | -.483  | .630 |
|           | Motivation (X2)                | .062          | .060                         | .219  | 1.028  | .306 |
|           | Attitude (X3)                  | .000          | .047                         | .002  | .009   | .993 |
|           | Lifestyle (X4)                 | -.045         | .041                         | -.188 | -1.121 | .265 |

a. Dependent Variable: ABS RES

Source: SPSS version 27, 2026

From theTable 5, the significance values for each independent variable in the heteroscedasticity test are as follows: perception 0.630, motivation 0.306, attitude 0.993, and lifestyle 0.265. All independent variables obtained significance values > 0.05. Thus, the regression model applied is not affected by heteroscedasticity.

### Multiple Linear Regression Analysis

The analysis is used because it employs more than one independent variable, so it is necessary when assessing the magnitude of the influence and strength of the relationship between independent variables and dependent variables.

**Table 6**  
**Multiple Linear Regression Analysis**

| Model | Coefficients <sup>a</sup>      |            |                              |      |       |       |
|-------|--------------------------------|------------|------------------------------|------|-------|-------|
|       | Unstandardized<br>Coefficients |            | Standardized<br>Coefficients | t    | Sig.  |       |
|       | B                              | Std. Error | Beta                         |      |       |       |
| 1     | (Constant)                     | 0.44       | .153                         |      | .290  | .772  |
|       | Perception (X1)                | .155       | .075                         | .155 | 2.070 | .040  |
|       | Motivation (X2)                | .227       | .094                         | .209 | 2.414 | .017  |
|       | Attitude (X3)                  | .340       | .074                         | .354 | 4.592 | <.001 |
|       | Lifestyle (X4)                 | .246       | .063                         | .265 | 3.893 | <.001 |

a. Dependent Variable: Purchasing decision

Source: SPSS Version 27, 2026

Referring to table 6, therefore multiple linear regression equation model can be formulated as follows:  $Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + e$

$$Y = 0.044 + 0.155X_1 + 0.227X_2 + 0.340X_3 + 0.246X_4 + e$$

Description: X1= Perception, X2= Motivation, X3= Attitude, X4= Lifestyle, Y= Purchase decision.

Referring to the equation, it can be explained that the constant (b0) of 0.044 indicates that when perception, motivation, attitude, and lifestyle are considered constant, then the purchase decision is 0.044. The perception regression coefficient (X1) is 0.155, meaning that if perception increases by 1, then the purchase decision will increase by 0.155, assuming other variables remain constant. A motivation regression coefficient (X2) of 0.227, which means that every increase in motivation by 1, will increase the purchase decisions by 0.227, assuming the other variables remain constant. Then the attitude coefficient (X3) is 0.340, indicating that if the consumer's attitude increases by 1, the purchase decisions will increase by 0.340, assuming the other variables remain constant. Furthermore, the lifestyle regression coefficient (X4) is 0.246, for every lifestyle increase of 1, then the purchase decision increases by 0.246, assuming the other variables remain constant.

**Model Feasibility Test**

**Coefficient Of Determination**

The determination coefficient is a statistical measure that shows how far a regression model has the ability to explain variations in bound variables. The range of R<sup>2</sup> values is between 0 and 1 (0 < R<sup>2</sup> < 1). If R<sup>2</sup> is close to 1, it states that the free variable contributes greatly to explaining the bound variable, thus showing that the model is able to explain most of the variation that occurs in the bound variable. If the value R<sup>2</sup> is close to 0, then the role of the independent variable is relatively low and the ability to explain the bound variable becomes limited.

**Table 7**  
**Coefficient of Determination (R2)**

| Model Summary  |                   |          |                   |                            |
|--|-------------------|----------|-------------------|----------------------------|
| Model  | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1  | .916 <sup>a</sup> | .839     | .834              | .29139                     |
| a. Predictors: (constant), Lifestyle, Attitude, Perception, Motivation |                   |          |                   |                            |

Source: SPSS version 27, 2026

As shown in Table 7, the Adjusted R Square value reaches 0.834. This indicates that 83.4% of purchasing decisions are influenced by the variables of perception, motivation, attitude, and lifestyle, so that remainder (100%-83.4%), with a result of 16.6%, is explained by factors not included in this study.

**F Test**

The F test was conducted to evaluate whether the independent variables (perception, motivation, attitude, lifestyle) collectively influence the dependent variable (purchase decision). The F test refers to a significance level of 0,05. When the significance value is < 0,05 or the calculated F is > the table F, then the hypothesis is accepted, meaning that perception, motivation, attitude, and lifestyle collectively influence purchasing decisions.

**Table 8**  
**F Test**

| ANOVA <sup>a</sup> |
|--------------------|
|--------------------|

|            | Sum of Square | df  | Mean Square | F       | Sig.               |
|------------|---------------|-----|-------------|---------|--------------------|
| Regression | 55.419        | 4   | 13.855      | 163.168 | <.001 <sup>b</sup> |
| Residual   | 10.614        | 125 | .085        |         |                    |
| Total      | 66.033        | 129 |             |         |                    |

a. Dependent Variable: Purchasing decisions  
 b. Predictors: (constant), Lifestyle, Attitude, Perception, Motivation

Source:SPSS version 27, 2026

Result of Table 8 F test, obtained F count 163,168 > F table 2,44 and a significance value of 0.000 less than 0,05, states that the variables of perception, motivation, attitude, and lifestyle collectively influence purchasing decisions at Salapan Coffee. According to these findings, it was concluded that the regression model was a good fit.

**T Test**

The t-test is used to determine the impact of the variables Perception, Motivation, Attitude and Lifestyle, partially or individually on the purchase decision. In this study, a significance level of 5% was used with the Sig criterion < 0.05, therefore the hypothesis is accepted, stating that the perception, motivation, attitude, and lifestyle partially influence purchasing decisions, or when the calculated t value was greater than the t table value. According to the degree of freedom (n-k-1)= (130-4-1)= 125, the t table value obtained is 1.657.

**Table 9  
 T Test**

| Model |                 | Coefficients <sup>a</sup>   |            |                           |       |       |
|-------|-----------------|-----------------------------|------------|---------------------------|-------|-------|
|       |                 | Unstandardized Coefficients |            | Standardized Coefficients |       |       |
|       |                 | B                           | Std. Error | Beta                      | t     | Sig.  |
| 1     | (Constant)      | 0.44                        | .153       |                           | .290  | .772  |
|       | Perception (X1) | .155                        | .075       | .155                      | 2.070 | .040  |
|       | Motivation (X2) | .227                        | .094       | .209                      | 2.414 | .017  |
|       | Attitude (X3)   | .340                        | .074       | .354                      | 4.592 | <.001 |
|       | Lifestyle (X4)  | .246                        | .063       | .265                      | 3.893 | <.001 |

a. Dependent Variable: Purchasing decision

Source:SPSS version 27, 2026

Referring to table 9 of partial tests, perception has a significance value of 0.040 which is < the significance level 0.05, or the calculated t-value of 2.070 > the t table values of 1.657, which means the hypothesis is accepted, so that perception partially influences purchasing decision at Salapan Coffee. Motivation has a significance value of 0.017 which is < the significance level of 0.05 with a t-value of 2.414 > t table of 1.657, which means that the hypothesis is accepted, so that motivation partially influences purchasing decision at Salapan Coffee. Attitude has a significance value of 0.001 which is < the significance level of 0.05 or t-value of 4.592 > a table 1.657, indicating that the hypothesis is accepted, so that attitudes partially influences purchasing decision at Salapan Coffee. Lifestyle showed a significance value of 0.001 which is < the significance level of 0.05 and t-value 3.893 > t table 1.657. which means that the hypothesis is accepted, so lifestyle partially affects purchasing decision at Salapan Coffee.

**Table 10**

### Hypothesis Acceptance

| No | Hypothesis | B     | Sig <sup>a</sup> | t count <sup>b</sup> | Description |
|----|------------|-------|------------------|----------------------|-------------|
| 1  | H1         | 0.155 | 0.040            | 2.070                | Accepted    |
| 2  | H2         | 0.227 | 0.017            | 2.414                | Accepted    |
| 3  | H3         | 0.340 | <.001            | 4.592                | Accepted    |
| 4  | H4         | 0.246 | <.001            | 3.893                | Accepted    |

<sup>a</sup>Accepted if Sig value < 0,05

<sup>b</sup>Accepted if the calculated t value is greater than the table t value (1.657)

### The Influence Of Perception On Purchasing Decisions

Referring to Table 10, it shows that the perception variable has a significant effect on purchasing decisions at Salapan Coffee. This finding states that the more positive consumers' perceptions of Salapan Coffee are, resulting in an increased tendency to make a purchase decision. Schiffman & Wisenblit (2015) explain that consumers act according to their perceptions of reality, not based on objective reality alone. In this study, perception is classified into affective components that reflect consumers' impressions, preferences, and emotional involvement in the concept and image of the cafe. This findings are consistent with Ismoyowati et al. (2023), Khristianto et al. (2023), and Aprianda & Halim (2024). Based on this, Salapan Coffee must always maintain and optimize positive consumer perceptions through consistent product quality and effective marketing communication have the potential to maintain consumer stability and encourage an increase in customer numbers.

### The Influence Of Motivation On Purchasing Decisions

Referring to Table 10 explain that motivation has a significant influence on purchasing decisions at Salapan Coffee. The higher the level of motivation felt by consumers, will encourage greater opportunities to make purchasing decision. Schiffman & Wisenblit (2015) state that motivation is the result of pressure that drives individuals to act. Based on the three-component attitude theory, motivation is categorized into the cognitive component because it relates to consumers' needs, beliefs, and assessments in meeting their needs. These findings reinforce the research (Anisa et al., 2025), (Ismoyowati et al., 2023), (Setyawati & Santoso, 2024). Therefore, Salapan Coffee needs to understand the various motivations of consumers and create marketing strategies that can meet those needs.

### The Influence Of Attitudes On Purchasing Decisions

Referring to Table 10 it explain that attitude has a significant influence on purchasing decisions at Salapan Coffee. Referring to Schiffman & Wisenblit (2015), attitude is classified into cognitive components that include knowledge, beliefs, and information possessed by consumers regarding product and service quality. Strong cognitive beliefs about the superiority of the cafe create a positive basis for evaluation, thus becoming the main driver of purchasing decisions. The results obtained support the research from (Anisa et al., 2025), (Fadjar et al., 2022), (Sari & Haryanti, 2024). Therefore, Salapan Coffee managers need to build and maintain positive consumer attitudes through consistent improvements in product and service quality, creating memorable experiences, and establishing good communication with consumers to foster long-term loyalty.

### The Influence Of Lifestyle On Purchasing Decisions

Referring to Table 10, it explains that lifestyle has a significant effect on purchasing decisions at Salapan Coffee. The characteristics of a modern and dynamic consumer lifestyle contribute to purchasing decisions at Salapan Coffee. Schiffman & Wisenblit (2015) argue

that lifestyle describes how a person allocates their time and money. Based on the three-component attitude theory, lifestyle falls under the affective component, which describes feelings of pleasure, comfort, and emotional involvement in the café atmosphere as part of a social trend. The result of the analysis reinforce the findings (Ismoyowati et al., 2023), (Setyawati & Santoso, 2024), (Fadjar et al., 2022). Therefore, Salapan Coffee managers need to understand the lifestyle characteristics of their target consumers and adjusting the marketing approach, interior design, and menu choices to meet the expectations of consumers with modern and dynamic lifestyles, thereby enhancing appeal and driving purchase decisions.

## CONCLUSION

Based on the results of data processing from 130 respondents, it was found that the variables of perception, motivation, attitude, and lifestyle had a positive and significant influence on purchasing decisions at Salapan Coffee. The attitude variable is the most dominant variable, followed by lifestyle, motivation, and perception. The Adjusted R Square result is 0.834, or 83.4% indicates that all independent variables in this study can explain 83,4% of the variation in purchasing decisions, while the remainder is explained by factors not included in this research model. Therefore, Salapan Coffee needs to consistently build positive perceptions and attitudes, increase consumer motivation, and adjust its marketing strategy to the lifestyles of its target market to encourage an increase in purchasing decisions.

## Suggestions

Based on the research findings, Salapan Coffee is advised to prioritize strengthening positive consumer attitudes by improving product and service quality, as attitude variables have the most dominant influence. In addition, Salapan Coffee needs to adjust its marketing strategy to the lifestyle of its target market in order to maintain competitiveness amid fierce competition in the coffee shop industry. Further research should include additional variables not covered in this study, such as price and location, and to expand the number of respondents to obtain more comprehensive results.

## REFERENCES

- Aji, A. M. (2025, January 1). *Coffee Shop Business in Indonesia in 2025: Opportunities, Challenges, and the Future*. Bizsense Empowering Business Growth. <https://bizsense.id/bisnis-coffee-shop-di-indonesia-tahun-2025-peluang-tantangan-dan-masa-depan>
- Alicia, A., & Dewantara, Y. F. (2024). The Influence of Price and Consumer Perception on Purchase Decisions of Sematjam Citra Visitors 6. *Domain Research: Journal of Multidisciplinary Research and Development*, 6(5), 1458–1466.
- Amira, P. N., Astuti, H. J., Purwidiyanti, W., Hidayah, A., & Purwokerto, U. M. (2025). *The Effect Of Lifestyle, Brand Image, Brand Awareness And Product Quality On the Purchase Decision Of Iphone (A Study Of students In Purwokerto)*. <https://www.topbrand->
- Anisa, N., Fadhilah, M., Tri, L., Hutami, H., Management, P., Economics, F., Sarjanawiyata, U., & Yogyakarta, T. (2025). The Influence of Consumer Motivation, Quality Perception and Consumer Attitude on Purchase Decisions on Cargloss Helmets in Yogyakarta City. *Journal of Applied Management and Finance (Mankeu)*, 14(01).

- Aprianda, D., & Halim, A. (2024). The Influence of Product Quality, Brand Equity, Consumer Perception, Store Atmosphere and Service Quality on Purchase Decisions at Café Pondok Cendana Rantauprapat. In *Management Studies and Entrepreneurship Journal* (Vol. 5, Number 2). <http://journal.yrpiiku.com/index.php/msej>
- Aprilia, A., Ramadhani, S., & Aslami, N. (2023). The Influence of Motivation, Lifestyle and Consumer Trust on Purchase Decisions on Facebook Marketplace:: A Case Study on Public Campus Students in Medan City. *Economic Reviews Journal*, 2(1), 1–27.
- Asnawi, A. (2022). Attitudes and perceptions of students in Surabaya towards online purchase decisions. *Eqien*, 9(1), 394485.
- Fadjar, C., Juanna, A., & Ismail, Y. L. (2022). The Influence of Lifestyle and Consumer Attitudes on the Decision to Buy Clothing Products at Rumah Perknik Kota Gorontalo. *JAMBURA: Scientific Journal of Management and Business*, 5(1), 339–349.
- Gramanda, M., & Malisan, P. (2021). The trend of coffee as a new lifestyle among young people at the Aksara Kopi and Buku Samarinda coffee shop. *Socio-Psychological Research*, 2021(2), 122–136.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). *Multivariate Data Analysis*. [www.cengage.com/highered](http://www.cengage.com/highered)
- Illiyyin, R. (2021). *The influence of motivation, perception, and consumer attitudes on the purchase decision of an Oppo cellphone*.
- Indriany, Y., Hastuti, S., & Indrisetno P.V., D. (2022). Analysis of brand image and consumer attitudes towards purchase decisions on online food applications (Customer Case Study of Go Food Application, Grab Food, Shopee Food). *JOURNAL OF BUSINESS LANTERNS*, 11(2), 205. <https://doi.org/10.34127/jrlab.v11i2.539>
- Ismoyowati, D., Wuryandani, S., & Wijayanti, F. K. (2023). Millennials' Consumer Behavior in the Coffee Agroindustry: The Effect of Consumer Attitudes on Purchasing Decisions. *AgriTECH*, 43(1), 56. <https://doi.org/10.22146/agritech.66577>
- Kalputri, S. F. (2021). The Influence of Motivation, Perception, Consumer Attitude Towards Consumer Purchasing decisions Olive Fried Chicken in Glagahsari Yogyakarta. *Management Studies and Entrepreneurship Journal*, 2, 8.
- Khristianto, W., Yanti, H., & Wahyudi, E. (2023). The Influence of Motivation, Perception and Lifestyle on Consumer Purchase Decisions at Starbucks Coffee. *Agribest Journal*, 7(2), 129–140. <https://doi.org/10.32528/agribest.v7i2.19616>
- Kotler, P., Armstrong, G., & Balasubramanian, S. (2024). *Principles of Marketing*.
- coils. (2026, January 9). *Indonesia Has 461,991 Coffee Shops, Ranked First in the World*. Kumparanfood. <https://kumparan.com/kumparanfood/indonesia-punya-461-991-coffee-shop-tempati-urutan-pertama-di-dunia-26b9caLquED/full>
- Mardiana, D. (2026, February). *Indonesia Ranks First with the Most Coffee Shops in the World, Defeating the US*. INFOGARUT.ID. <https://infogarut.id/indonesia-jadi-peringkat-pertama-yang-miliki-coffe-shop-terbanyak-di-dunia-kalahkan-as>
- Mubarok, M. N., & Wiyadi, W. (2024). The Influence of Motivation, Lifestyle and Consumer Perception on Fashion Product Purchase Decisions through Social Media. *SCIENTIFIC JOURNAL OF EDUNOMICS*, 8(1).
- Nasution, F. A. (2023). Purchase Decision: The Role of Motivation of Skincare Purchase Learning Perception. *Maneggio: Scientific Journal of the Master of Management*, 6(2), 193–202.

- Nurhayati, Y. K., Wahyuningtyas, A. S. H., & Isaskar, R. (2025). The Influence of Consumer Attitudes, Motivation and Lifestyle on Purchase Decisions through Buying Interest as a Mediating Variable (Case Study on "Teh Kota" in Bojonegoro Regency). *Journal of Agricultural Economics and Agribusiness*, 9(1), 20–26.
- Putri, H. A. (2022). *The influence of cultural, social, personal and psychological factors on the purchase decision of Suhermin Sekolah Tinggi Ilmu Ekonomi Indonesia (STIESIA) Surabaya*.
- Rakhayu, & HJ Astuti. (2024). The Influence of Green Marketing Attitude Environment Awareness and Health on Purchasing Decisions for Somethinc Product. *International Journal of Educational and Life Sciences*, 2(8), 985–997. <https://doi.org/10.59890/ijels.v2i8.2445>
- Sakti, D. H., & Pratama, M. P. (2022). The Influence of Reference Groups, Lifestyle, and Motivation on Polygon Purchase Decisions in Kebumen (Study on Polygon Users in Kebumen). In *Scientific Journal of Management Students* (Vol. 4, Number 1). <https://www.topbrand-award.com>
- Saktiana, N., & Miftahuddin, M. A. (2021). The Influence of Consumer Attitudes, Price Perceptions and Risk Perceptions on Halal Labeled Cosmetics Purchase Decisions (Study on Consumers Using Halal Labeled Cosmetics in Purwokerto). *Masters: Journal of Management and Applied Business*, 1(1), 45–62.
- Salsabila, R., Lestari, R., & Utama, F. R. (2025). The Influence of Consumer Perception and Attitudes on the Decision to Buy Boba Drinks in Metro City. *Indonesia Economic Journal*, 1(2), 2990–3001.
- Saputra, D. Y., & Sardjono, H. (2022). The Influence of Lifestyle and Consumer Motivation on Purchase Decisions at Alun-Alun Coffee, Rawamangun. *KALBISIANA Journal of Science, Business and Technology*, 8(3), 3049–3062.
- Sari, P. N., & Haryanti, I. (2024). The Influence of Product Quality, Motivation and Consumer Attitudes on the Purchase Decisions of the Millennial Generation of Lazada Marketplace Users. *Indonesian Journal of Multidisciplinary on Social and Technology*, 2(3), 1–5. <https://doi.org/10.31004/ijmst.v2i3.307>
- Schiffman, L. G., & Wisenblit, J. L. (2015). *Consumer Behavior* (11th ed.). Pearson Education Limited.
- Setiadi, N. J. (2019). *Consumer Behavior* (Third Edition). PrenadaMedia Group.
- Setyawati, B. N., & Santoso, E. B. (2024). The influence of motivation and lifestyle on purchase decisions at coffee shop stopovers. *Journal of Digital Economics and Business*, 1(3), 662–667.
- Sholihah, I. A. (2020). The influence of café atmosphere and service quality on consumer satisfaction at Merdeka Cafe Nganjuk. *Journal of Commercial Education (JPTN)*, 8(1).
- Thania, G. S. K., & Anggarini, Y. (2021). The Influence of Lifestyle, Online Festivals, and Beauty Influencers on Product Purchase Decisions during the Covid-19 Pandemic. *Student Psychology*, 2(2), 275.
- Triana, D., Sukoco, H., Farisi, H., Safitri, A., & Socio-Economic and Humanities, F. (2024). *JICN: Journal of Intellectual and Scholars of the Archipelago The Influence of Café Atmosphere, Lifestyle, and Consumer Satisfaction on Purchase Decisions in Cafe Consumers*. <https://jicnusantara.com/index.php/jicn>

- Viora, P. (2020). Purchase Decisions Based on Perception, Motivation, and Attitude on the Marketplace. *Journal of Business and Management Research*, 13(1), 16–22.
- Wang, C., Liu, T., Zhu, Y., Wang, H., Wang, X., & Zhao, S. (2023). The influence of consumer perception on purchase intention: Evidence from cross-border E-commerce platforms. *Helion*, 9(11). <https://doi.org/10.1016/j.heliyon.2023.e21617>
- Wolff, M., Tumbuan, W. J. F. A., & Lintong, D. C. A. (2022). The Influence of Lifestyle, Price, and Brand Image on the Decision to Buy Iphone Brand Smartphone Products for Millennial Women in Tahuna District. *EMBA Journal: Journal of Economics, Management, Business and Accounting Research*, 10(1), 1671–1681.
- Wulandari, Y., Yulianto, M. R., & Febriansah, R. E. (2026). Exploring Consumer Interest, Price, and Perception In Coffee Purchasing Decisions at Belikopi Sidoarjo. *JMD: Dewantara Journal of Management & Business Research*, 9(1), 57–74.
- Yucha, N., Ardianto, T., & Putri K, B. (2022). Consumer Attitude, Consumer Trust, and Price Perception on Purchase Decision. *Journal of Applied Management and Business (JAMB)*, 3(2), 77–82. <https://doi.org/10.37802/jamb.v3i2.284>
- Yudha Saputra, D., Sardjono, H., Business, F., & Technology and Business Kalbis Jalan Pulomas Selatan Kav, I. (2022). *The Influence of Lifestyle and Consumer Motivation on Purchase Decisions at Alun-Alun Coffee, Rawamangun* (Vol. 8, Number 3).
- Yulita, R., Tinaria, L., Program, ), Management, S., Tinggi, S., Economics, I., & Riau, M. (2025). Increasing Consumer Purchasing Power Through Marketing Strategy Education and Innovative Pricing at Toko Jaya Parfume. In *Communnity Development Journal* (Vol. 6, Number 3).