THE EFFECT OF COFFEE SHOP ATMOSPHERE, LIFESTYLE, AND SERVICE QUALITY ON CONSUMER PURCHASING DECISIONS AT WARKOP BENING UPN

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Abstract

This study aims to analyze the effect of coffee shop atmosphere, lifestyle, and service quality on consumer purchasing decisions at Warkop Bening UPN. The research applies a quantitative approach using multiple linear regression analysis, with data collected through questionnaires distributed to consumers selected using purposive sampling techniques. The results indicate that coffee shop atmosphere and lifestyle have a positive and significant effect on purchasing decisions, while service quality does not have a significant effect. The regression analysis shows that coffee shop atmosphere is the most dominant variable influencing purchasing decisions, followed by lifestyle. Meanwhile, service quality is perceived as a basic requirement that does not significantly drive consumer decision-making. Furthermore, the coefficient of determination (Adjusted R^2) is 0.498, indicating that 49.8% of purchasing decisions are explained by the independent variables, while the remaining 50.2% are influenced by other factors outside the model. The F-test results also confirm that all variables simultaneously have a significant effect on purchasing decisions. These findings highlight the importance of experiential and psychological factors in influencing consumer behavior, particularly among student consumers. This study provides practical implications for coffee shop managers to improve environmental quality and align business strategies with evolving consumer lifestyles.

Keywords: Coffee Shop Atmosphere, Lifestyle, Service Quality, Purchasing Decision

INTRODUCTION

Coffee consumption in Indonesia has undergone a significant transformation in recent years. Initially, coffee was primarily consumed as a functional beverage aimed at enhancing stamina and maintaining concentration during daily activities. However, along with the rapid development of urban culture and shifting consumption patterns, coffee consumption has evolved into a more complex phenomenon that emphasizes not only functionality but also experience and lifestyle.

This transformation is closely related to changes in consumer behavior, particularly among younger generations such as students. Coffee is no longer perceived merely as a drink, but as part of a broader social and cultural experience. As a result, coffee shops have become an integral part of modern society, functioning not only as places to consume beverages but also as spaces for social interaction, studying, working, and self-expression.

The rapid growth of coffee shops in urban areas further reinforces this phenomenon. Many coffee shop businesses compete by offering not only product quality but also unique and attractive environments. In addition, the influence of social media has significantly contributed to shaping consumer preferences. Aesthetic and visually appealing coffee shop designs often attract consumers, as they provide opportunities for social sharing and self-representation in digital platforms.

According to Philip Kotler and Kevin Lane Keller (2021), consumer behavior is influenced by a combination of environmental, psychological, and social factors. In the context of coffee shops, the physical environment or atmosphere becomes a crucial element that shapes consumer perceptions and experiences. A well-designed atmosphere, including lighting, layout, music, and overall ambiance, can create comfort and emotional engagement, which ultimately encourages purchasing decisions.

In addition to atmosphere, lifestyle also plays a significant role in influencing consumer behavior. According to Michael R. Solomon (2020), lifestyle reflects patterns of activities, interests, and opinions that influence how individuals allocate their time and resources. Among students, visiting coffee shops has become part of their daily lifestyle, representing not only consumption behavior but also social identity and personal preferences.

Furthermore, service quality is an essential factor in service-based industries. Service quality refers to the ability of a business to meet or exceed customer expectations, including aspects such as reliability, responsiveness, assurance, empathy, and tangible elements. According to Fandy Tjiptono and Gregorius Chandra (2021), high service quality can enhance customer satisfaction and contribute to positive behavioral outcomes. However, in experience-oriented businesses such as coffee shops, the influence of service quality on purchasing decisions may vary depending on consumer priorities.

Based on these considerations, it is important to understand how various factors influence consumer purchasing decisions in the context of coffee shop businesses. Therefore, this study aims to examine the effect of coffee shop atmosphere, lifestyle, and service quality on consumer purchasing decisions at Warkop Bening UPN. The findings of this study are

expected to provide insights for business practitioners in developing strategies that align with consumer preferences and behavior.

REVIEW OF LITERATURE

Coffee Shop Atmosphere

Atmosphere refers to the physical characteristics of a service environment, including layout, lighting, music, temperature, and cleanliness. In recent studies, the concept of servicescape remains relevant in explaining how the physical environment influences consumer emotions and behavior. The physical environment plays a crucial role in shaping customer experiences and behavioral intentions in the hospitality industry (Han & Ryu, 2020).

A well-designed coffee shop atmosphere can create a comfortable and enjoyable environment that enhances the overall consumer experience. Elements such as interior design, lighting, music, and spatial arrangement contribute to forming positive perceptions among consumers. When consumers feel comfortable and emotionally engaged, they tend to spend more time at the coffee shop, which increases the likelihood of making purchasing decisions.

Furthermore, atmosphere has evolved into an important element of experiential marketing. The environment created by a business can significantly influence customer satisfaction and behavioral outcomes (Ali et al., 2021). Therefore, coffee shop atmosphere is considered a strategic factor that can influence consumer purchasing decisions, especially in experience-oriented businesses.

Lifestyle

Lifestyle represents how individuals live, spend their time, and allocate their money. It reflects patterns of activities, interests, and opinions that shape consumer behavior (Solomon, 2020). Lifestyle is an important factor in understanding consumer preferences, particularly in industries that emphasize experience and social interaction.

In modern society, lifestyle has shifted toward experience-oriented consumption, where consumers seek not only functional benefits but also emotional and symbolic value. Visiting coffee shops has become part of a modern lifestyle, especially among students, as it serves as a place for social interaction, work, and self-expression.

In addition, the development of social media has strengthened the role of lifestyle in influencing consumer behavior. Social media shapes trends, preferences, and consumption patterns, making lifestyle a key factor in purchasing decisions (Kaplan & Haenlein, 2020). Thus, lifestyle plays a significant role in shaping purchasing decisions, particularly in businesses that are closely related to daily activities and social identity.

Service Quality

Service quality is defined as the ability of a service provider to meet or exceed customer expectations. It includes dimensions such as reliability, responsiveness, assurance, empathy, and tangibles. Service quality remains an important factor in determining customer satisfaction and loyalty (Tjiptono & Chandra, 2021).

High service quality can create a positive experience and increase customer satisfaction. However, in experience-based industries such as coffee shops, service quality may not always be the primary factor influencing purchasing decisions. Consumers may place greater emphasis on experiential elements such as atmosphere and lifestyle compatibility.

Service quality can function as a basic requirement that must be fulfilled by businesses. While good service can prevent dissatisfaction, it does not necessarily become the main driver of purchasing decisions when compared to experiential factors.

Purchasing Decision

Purchasing decision is a process in which consumers evaluate alternatives before making a final choice. Purchasing decisions are influenced by psychological, social, and environmental factors (Kotler & Armstrong, 2020).

The decision-making process includes several stages, such as problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. Each stage is influenced by various internal and external factors that shape consumer preferences.

In the context of coffee shops, purchasing decisions are not only based on product attributes but also influenced by the overall experience offered. Experiential and emotional factors play an important role in influencing consumer behavior, especially among younger consumers. Therefore, purchasing decisions are complex and multidimensional, involving the interaction of various factors such as atmosphere, lifestyle, and service quality.

Relationship Between Variables

Coffee shop atmosphere is believed to influence purchasing decisions because a well-designed environment can create comfort and positive emotional responses that encourage consumers to stay longer and make purchases. This relationship is supported by previous studies showing that the physical environment significantly affects consumer behavior and behavioral intentions (Han & Ryu, 2020; Ali et al., 2021).

Lifestyle is also considered to have an influence on purchasing decisions, as it reflects patterns of consumer behavior, preferences, and daily activities. Consumers tend to choose places that align with their lifestyle and personal identity, making lifestyle an important determinant in consumption behavior (Solomon, 2020; Kaplan & Haenlein, 2020).

Service quality is assumed to influence purchasing decisions through its role in creating customer satisfaction. Although service quality may not always be the main factor, it remains an important supporting element that can shape consumer perceptions and experiences (Tjiptono & Chandra, 2021).

Furthermore, coffee shop atmosphere, lifestyle, and service quality are believed to simultaneously influence purchasing decisions. These variables represent environmental, psychological, and functional aspects that collectively shape consumer behavior. Therefore, purchasing decisions are influenced by the interaction of these variables rather than a single factor (Kotler & Armstrong, 2020).

RESEARCH METHOD

This study uses a quantitative research approach. Data were collected through questionnaires distributed to consumers of Warkop Bening UPN. The sampling technique used is purposive sampling, targeting respondents who have experience visiting the coffee shop. The data analysis method employed is multiple linear regression.

The variables in this study include:

- Coffee Shop Atmosphere (X1)
- Lifestyle (X2)
- Service Quality (X3)
- Purchasing Decision (Y)

Data analysis techniques include validity and reliability tests, classical assumption tests, multiple regression analysis, t-test, F-test, and coefficient of determination (R^2).

RESULTS AND DISCUSSION

Validity Test

Validity testing is conducted to ensure that each questionnaire item accurately represents the variables being studied. In this study, the analysis was carried out using SPSS (Statistical Product and Service Solutions) version 25 for Windows. The results of the validity test for each indicator, both independent and dependent variables, are presented in the following section. To obtain the r table, it is obtained through the formula df = n – 2. In this study, the value of df = 170 – 2 = 168, so it can be seen that the value of r table is 0,150.

Table 1. Validity Test Result

Variabel	Indicator	rcount	r_{tabel}	Description
Atmosfer *Coffee Shop* (X1)	X1.1	0,526	0,150	Valid
	X1.2	0,770	0,150	Valid
	X1.3	0,549	0,150	Valid
	X1.4	0,591	0,150	Valid
	X1.5	0,538	0,150	Valid
	X1.6	0,770	0,150	Valid
	X1.7	0,516	0,150	Valid
	X1.8	0,526	0,150	Valid
Lifestyle (X2)	X2.1	0,757	0,150	Valid
	X2.2	0,758	0,150	Valid
	X2.3	0,590	0,150	Valid
	X2.4	0,757	0,150	Valid
	X2.5	0,758	0,150	Valid
Service Quality (X3)	X3.1	0,538	0,150	Valid
	X3.2	0,869	0,150	Valid
	X3.3	0,700	0,150	Valid

	X3.4	0,869	0,150	Valid
	X3.5	0,631	0,150	Valid
Purchase Decision (Y)	Y1.1	0,650	0,150	Valid
	Y1.2	0,525	0,150	Valid
	Y1.3	0,827	0,150	Valid
	Y1.4	0,533	0,150	Valid
	Y1.5	0,671	0,150	Valid
	Y1.6	0,691	0,150	Valid
	Y1.7	0,827	0,150	Valid

Based on the results of the validity test presented in the table above, it is known that all indicators in each research variable have r-count values greater than the r-table value of 0.150. Therefore, all statement items used in this study have met the validity criteria.

Reabilitily Test

To ensure the internal consistency of the research instrument, a reliability test was conducted using the Cronbach's Alpha technique. This process evaluates the extent to which the questionnaire yields stable and consistent results across various items. In accordance with established psychometric standards, the instrument is considered reliable if the alpha coefficient is greater than 0.60. Achieving this value indicates that the questionnaire is a dependable tool for subsequent statistical analysis.

Table 2 Reliability Test Result

Variabel	Nilai Alpha (r_{hitung})	Cronbach's Alpha min.	Keterangan
Atmosfer *Coffee Shop* (X1)	0,744	0,6	Reliabel
Lifestyle (X2)	0,771	0,6	Reliabel
Service Quality (X3)	0,773	0,6	Reliabel
Purchase Decision (Y)	0,802	0,6	Reliabel

Based on the reliability test results presented in the table above, all variables employed in this study are declared reliable. This is evidenced by the Cronbach's Alpha coefficients for each variable, which consistently exceed the minimum threshold of 0.60. Consequently, the research instrument is considered to possess a high level of internal consistency, ensuring its suitability for further empirical testing.

Classical Assumption Test

The normality test is conducted to determine whether the residuals in the research model follow a normal distribution. In this study, the Kolmogorov-Smirnov statistical test was employed to verify the normality of the data. The data is considered to be normally distributed if the resulting significance value (p-value) is greater than 0.05.

Table 3 Classical Assumption Test Result

Based on the normality test results, the obtained significance value is 0.200, which exceeds the established significance threshold of 0.05. Consequently, it can be concluded

NPar Tests

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		170
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	2.54041481
Most Extreme Differences	Absolute	.109
	Positive	.073
	Negative	-.109
Test Statistic		.109
Asymp. Sig. (2-tailed)		.200[c]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.

that the residual data in this study follow a normal distribution. This result indicates that the regression model has successfully met the assumption of normality, confirming that the data is valid and suitable for further statistical analysis.

Multicollinearity Test

The multicollinearity test is designed to determine whether there is a correlation between the independent variables within a regression model. To detect the presence of multicollinearity, this study evaluates the Variance Inflation Factor (VIF) values. A reliable regression model should ideally show no strong correlation among its independent variables to ensure that each predictor contributes unique and independent information to the model.

Table 4 Multicollinearity Test Result

Variabel	Tolerance	VIF	Conclusion
Atmosfer *Coffee Shop* (X1)	0,325	3,078	No multicollinearity occurs
Lifestyle (X2)	0,279	3,584	No multicollinearity occurs
Service Quality (X3)	0,152	6,584	No multicollinearity occurs

Based on the multicollinearity test results presented in the table above, it is evident that all independent variables in this study are free from multicollinearity issues. This conclusion is supported by the Tolerance and Variance Inflation Factor (VIF) values for each variable, which indicate no significant correlation among the predictors. Consequently, the independence of each variable is maintained, satisfying the requirements for a robust regression analysis.

Heteroscedasticity Test

The heteroscedasticity test aims to determine whether there is an inequality of variance in the residuals across observations within the regression model. In this study, the Glejser Test was employed to detect heteroscedasticity by regressing the absolute values of the residuals against all independent variables. This method effectively identifies the presence or absence of heteroscedasticity symptoms based on specific patterns in the residual

distribution. A well-fitted model should maintain homoscedasticity, meaning the variance of the residuals remains constant.

Table 5 Heteroscedasticity Test Result

Variabel	Sig.	Conclusion
Atmosfer *Coffee Shop* (X1)	0,515	Heteroscedasticity does not occur
Lifestyle (X2)	0,505	Heteroscedasticity does not occur
Service Quality (X3)	0,788	Heteroscedasticity does not occur

Based on the heteroscedasticity test results presented in the table above, it is evident that the regression model in this study does not exhibit symptoms of heteroscedasticity. This conclusion is drawn from the significance (Sig.) values of each independent variable, all of which exceed the required threshold of 0.05. Since no independent variable significantly influences the absolute residuals, the assumption of homoscedasticity is satisfied, ensuring the reliability of the regression estimates.

Auto Correlation Test

The autocorrelation test is designed to identify the presence or absence of correlation between observations within a linear regression model. A valid and well-specified regression model should ideally be free from autocorrelation symptoms. In this study, the Durbin–Watson (D-W) test was employed to detect potential autocorrelation. Achieving a Durbin–Watson value within the acceptable range ensures that the residuals are independent of one another, which is a critical assumption for the reliability of the regression estimates.

Table 6 Auto Correlation Test Result

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.712[a]	.507	.498	2.56327	2.085

a. Predictors: (Constant), X3, X1, X2

b. Dependent Variable: Y

Based on the autocorrelation test results presented in the table, the Durbin–Watson (DW) value obtained is 2.085. This value was then compared against the lower bound (DL) and upper bound (DU) values from the Durbin–Watson table at a 5 percent (0.05) significance level. With 170 observations (n) and three independent variables (k=3), the corresponding critical values are DL = 1.7134 and DU = 1.7851. These values serve as the benchmark to determine the presence or absence of autocorrelation within the regression model.

Multiple Linear Regression

Multiple linear regression analysis is employed to examine the influence of independent variables comprising Coffee Shop Atmosphere (X1), Lifestyle (X2), and Service Satisfaction (X3) on the dependent variable, Purchase Decision (Y). This analysis aims to determine the direction of the effect and the magnitude of each independent variable's contribution in influencing the dependent variable. All statistical computations were

performed using the SPSS 25 software package based on the processed empirical data. The multiple linear regression analysis was employed to examine the relationship between Coffee Shop Atmosphere (X1), Lifestyle (X2), and Service Quality (X3) on Purchase Decisions (Y). Based on the statistical data processing, the following regression model was established:

$$\mathbf{Y = 6.063 + 0.653X1 + 0.253X2 - 0.157X3}$$

The model reveals that the constant value of 6.063 represents the baseline for purchase decisions when all independent variables are held at zero. This indicates a positive underlying inclination toward purchasing behavior within the studied context.

Among the predictors, Coffee Shop Atmosphere (X1) holds the most substantial positive impact with a coefficient of 0.653. This suggests that enhancing the physical environment and ambiance of the coffee shop directly translates to a significant increase in consumer purchase decisions. Similarly, Lifestyle (X2) contributes positively with a coefficient of 0.253, implying that higher alignment between the shop's concept and the consumer's lifestyle leads to increased purchasing activity.

Table 7 Multiple Linear Regression Test Result

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	6.063	2.063		2.939	.004
	X1	.653	.091	.685	7.166	.028
	X2	.253	.135	.194	2.882	.042
	X3	-.157	.177	-.124	-.886	.377

a. Dependent Variable: Y

In contrast, Service Quality (X3) yields an inverse relationship with a coefficient of -0.157. This negative value indicates that for every unit increase in perceived service quality, there is a marginal decrease in purchase decisions within this specific model. This result suggests that the current service delivery may not be the primary driver for purchases in this segment, or perhaps indicates a diminishing marginal utility, which necessitates further qualitative exploration in the discussion section.

Hypothesis Test

F Test

The F-test in this study is employed to determine the simultaneous effect of the independent variables specifically Coffee Shop Atmosphere (X1), Lifestyle (X2), and Service Quality (X3) on the dependent variable, Consumer Purchase Decision (Y). This statistical test evaluates whether the combined predictors in the regression model significantly contribute to explaining the variance in the outcome variable. If the calculated F-value exceeds the F-table value or if the significance level is below 0.05, it confirms that the independent variables collectively exert a meaningful influence on purchase decisions.

Table 8 F Test Result

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1119.935	3	373.312	56.818	.002[b]
	Residual	1090.677	166	6.570		
	Total	2210.612	169			

a. Dependent Variable: Y

b. Predictors: (Constant), X3, X1, X2

The F-test was conducted to evaluate the simultaneous effect of the independent variables namely Coffee Shop Atmosphere (X1), Lifestyle (X2), and Service Quality (X3) on the dependent variable, Consumer Purchase Decision (Y). Based on the ANOVA results presented in the table above, the regression model yielded a significance value of 0.002. Since this value is substantially lower than the predetermined significance threshold of 0.05, it can be inferred that the independent variables collectively possess a significant statistical impact on the dependent variable.

In addition to the significance value, the empirical strength of the model is further evidenced by the F-calculated value. The analysis produced an F-calculated of 56.818, which is significantly higher than the F-table value of 2.66 (calculated at a 95% confidence level with degrees of freedom df1 = 3 and df2 = 166). The substantial gap between the F-calculated and F-table (56.818 > 2.66) reinforces the conclusion that the null hypothesis (H0) is rejected, and the alternative hypothesis (Ha) is accepted.

These results demonstrate that Coffee Shop Atmosphere, Lifestyle, and Service Quality act as powerful joint predictors of Consumer Purchase Decisions. Consequently, the regression model is deemed to have a high degree of "Goodness of Fit," confirming its reliability and suitability for explaining the underlying relationships between the variables and for use in subsequent predictive analysis.

T Test

The t-test is employed in this study to examine the individual or partial effect of each independent variable on the dependent variable. Specifically, this statistical procedure evaluates the significance of Coffee Shop Atmosphere (X1), Lifestyle (X2), and Service Quality (X3) in predicting Consumer Purchase Decisions (Y).

The testing process involves a comparative analysis between the t-calculated values, derived from the SPSS data processing, and the t-table value, which serves as the fundamental criterion for decision-making. By isolating the influence of each predictor, the t-test determines whether a specific variable contributes significantly to the model while holding other variables constant. If the t-calculated value exceeds the t-table or if the p-value is less than the 0.05 significance level, the null hypothesis (H0) is rejected, confirming a significant partial effect.

Table 9 T Test Result

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	6.063	2.063		2.939	.004
	X1	.653	.091	.685	7.166	.028
	X2	.253	.135	.194	2.882	.042
	X3	-.157	.177	-.124	-.886	.377

a. Dependent Variable: Y

The t-test was conducted to analyze the partial effect of each independent variable Coffee Shop Atmosphere (X1), Lifestyle (X2), and Service Quality (X3) on Consumer Purchase Decisions (Y). The results were evaluated by comparing the t-calculated values against a t-table value of 1.974 (at a 0.05 significance level).

1. The Effect of Coffee Shop Atmosphere (X1) on Purchase Decisions (Y)
   Coffee Shop Atmosphere (X1) yielded a significance value of 0.028 ($p < 0.05$) and a t-calculated of 7.166, which significantly exceeds the t-table value. The positive regression coefficient of 0.653 indicates a direct relationship, meaning that a more appealing atmosphere effectively drives higher consumer purchase decisions. Thus, Coffee Shop Atmosphere has a significant positive partial effect on Purchase Decisions.
2. The Effect of Lifestyle (X2) on Purchase Decisions (Y)
   The analysis for Lifestyle (X2) resulted in a significance value of 0.042 ($p < 0.05$) and a t-calculated of 2.882 (> 1.974). With a positive coefficient of 0.253, this suggests that consumers whose lifestyles align with the coffee shop's concept are more likely to make a purchase. Consequently, Lifestyle is concluded to have a significant positive partial effect on Purchase Decisions.
3. The Effect of Service Quality (X3) on Purchase Decisions (Y)
   In contrast, Service Quality (X3) showed a significance value of 0.377, which is well above the 0.05 threshold. Furthermore, the t-calculated value of -0.886 is smaller than the t-table value. Although the regression coefficient is negative (-0.157), it is statistically insignificant. This indicates that variations in service quality do not meaningfully influence purchase decisions in this model. Therefore, Service Quality has no significant partial effect on Consumer Purchase Decisions.

Coefficient of Determination (R2)

The coefficient of determination (R2) is employed to evaluate the regression model's capacity to explain the relationship between the independent and dependent variables. Specifically, it measures the proportion of variance in the dependent variable that can be predicted from the independent variables. The R2 value ranges from 0 to 1, where a value approaching zero indicates a limited explanatory power, and a value approaching one signifies a robust model that comprehensively explains the dependent variable's fluctuations.

In empirical research involving multiple predictors, the Adjusted R-Square is often prioritized as it provides a more precise estimation by accounting for the number of variables in the model. A higher Adjusted R-Square indicates that Coffee Shop Atmosphere (X1), Lifestyle (X2), and Service Quality (X3) collectively provide a strong contribution to the changes in Consumer Purchase Decisions (Y). Conversely, the remaining percentage of the variance is attributed to other external factors not examined within the scope of this study.

Table 10 Coefficient of Determination (R2) Result

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.712[a]	.507	.498	2.56327

a. Predictors: (Constant), X3, X1, X2

Based on the analysis presented in the Model Summary table, the regression model yields an R-Square value of 0.507 and an Adjusted R-Square of 0.498. In this study, the Adjusted R-Square is prioritized for interpretation as it provides a more accurate estimation when dealing with multiple independent variables.

The Adjusted R-Square value of 0.498 indicates that 49.8% of the variance in Consumer Purchase Decisions (Y) can be explained by the combination of Coffee Shop Atmosphere (X1), Lifestyle (X2), and Service Quality (X3). The remaining 50.2% is attributed to other external factors not examined within the scope of this research model.

These results suggest that the regression model possesses a strong capability to explain the fluctuations in consumer purchase decisions. However, the presence of a significant portion of unexplained variance (50.2%) implies that additional variables beyond those studied also play a role in influencing consumer behavior. This finding provides a valuable basis for future research to explore other potential determinants of purchase decisions in the coffee shop industry.

CONCLUSION

Based on the results of data processing and analysis, it can be concluded that consumer purchasing decisions at Warkop Bening UPN are influenced by several key factors, namely coffee shop atmosphere, lifestyle, and service quality. The statistical findings indicate that these variables play different roles in shaping purchasing decisions. This suggests that consumers do not only consider the products offered but also pay attention to the environment, lifestyle compatibility, and overall service experience when making purchasing decisions.

1. Effect of Coffee Shop Atmosphere on Purchasing Decisions
   The partial test results indicate that coffee shop atmosphere has a positive and significant effect on purchasing decisions. This means that the better the atmosphere perceived by consumers, the higher their tendency to make a purchase. The

atmosphere includes not only physical aspects such as seating comfort, cleanliness, layout, and lighting, but also the overall ambiance that creates a relaxed and enjoyable environment. This finding shows that consumer experience within the coffee shop is a crucial factor in influencing purchasing decisions. In the context of a campus-based business, an environment that supports studying, discussion, and social interaction provides added value for consumers. Therefore, a well-designed atmosphere that aligns with student preferences can strengthen purchasing decisions and increase the likelihood of repeat visits.

2. Effect of Lifestyle on Purchasing Decisions
   The results of the partial test (t-test) indicate that lifestyle has a positive and significant effect on purchasing decisions. This suggests that consumer behavior, particularly among students, is strongly influenced by their patterns of activities, interests, and daily habits. Warkop Bening UPN is not only perceived as a place to fulfill consumption needs but also as part of a modern lifestyle, serving as a space for socializing, studying, and completing academic tasks. Therefore, the alignment between the coffee shop concept and consumer lifestyle becomes an important factor that encourages purchasing decisions.
3. Effect of Service Quality on Purchasing Decisions
   The partial test results show that service quality does not have a significant effect on purchasing decisions. This indicates that service quality is not the primary factor influencing consumer decisions in this context. This condition may be related to the characteristics of consumers, who are mostly students with relatively simple service expectations. As long as basic service standards are met, such as reasonable responsiveness, accuracy of orders, and adequate friendliness, consumers tend to proceed with their purchases without placing strong emphasis on service quality differences. This suggests that, in a campus coffee shop setting, consumers prioritize experiential factors over service-related aspects.
4. Simultaneous Effect of Variables on Purchasing Decisions
   Based on the results of the simultaneous test (F-test), it can be concluded that coffee shop atmosphere, lifestyle, and service quality collectively have a significant effect on purchasing decisions. This indicates that purchasing decisions are not determined by a single factor but rather by the interaction of multiple variables. The combination of environmental factors (atmosphere), behavioral factors (lifestyle), and functional factors (service quality) creates a comprehensive consumer experience. These factors complement each other in shaping consumer perceptions, which ultimately influence purchasing decisions. Therefore, a holistic approach is required to understand and improve consumer purchasing behavior in coffee shop businesses.

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