Study Of The Influence Of Brand Image, Lifestyle, Store Atmosphere And Service Quality On Purchasing Decisions At Starbucks In Jember City

Yani Dahliani[1*], Agustin HP[1]

[1]ITS MANDALA; * yani@itsm.ac.id, agustin@itsm.ac.id

*Correspondence: Yani Dahliani
Email: yani@itsm.ac.id

Abstract: This study aims to determine the effect of brand image, lifestyle, store atmosphere and service quality on purchase decision in Starbucks Jember. The population in this study is all cunsumers who have made purchase at Starbucks Jember. The samples used were 60 respondents who were consumers who had dine-in purchases at Starbucks Jembert. The sampling technique used is purposive sampling. The method of data analysis uses multiple linear regression with help of SPSS 20. The test used is data instrument test (validity and reliability), the classic assumption test (normality test, multicollinearity test, and heteroscedasticity test), analysis multiple linear regression, coefficient of determination (R^2), hypothesis test (t test and F test). The results showed that partially brand image has a significant effect on purchase decision; lifestyle has a significant effect on purchase decision; store atmosphere has significant effect on purchase decision; service quality has no significant effect on purchase decision; brand image, lifestyle, store atmosphere, service quality has significant effect on purchase decision in Starbucks Jember.

Keywords: brand image, lifestyle, store atmosphere, s ervice quality ,and purchase Decision

INTRODUCTION

Background of the Problem

In the current era of globalization and the increasingly rapid development of the times, business competition has forced companies to accelerate and surge to seize the market and win the competition, without exception from small, medium and large business companies and even giant business conglomerates, which have now grown and growing rapidly along with increasing economic growth. So that entrepreneurs must be able to think about what attracts customers that can maintain the survival of their business.

The rise of coffee shops in Indonesia provides a great opportunity for local and non-local investors to invest their capital in the coffee industry. Investment in the coffee industry is not only limited to the production of coffee beans and roasting of coffee beans, but is increasingly developing at the stage of serving coffee to consumers. Development in serving coffee is an interesting thing because there are many things that must be considered, for example the type and diversity of products, the taste of the product produced, the appearance of the product, the way it is served.
presenting products, how to serve customers, and many more things that can pamper consumers.

Jember Regency is one of the largest commodities in the field of food and beverage sales, including coffee sales. Various coffee shops are mushrooming in Jember Regency, one of which is Starbucks Coffee. Where foreign investors who invest in the food and beverage sector are the Starbucks company. Starbucks is a coffee chain originating from the United States with its headquarters

in Seattle, Washington. Starbucks is the largest premium coffee roaster-retailer company in the world with 22,519 stores in 67 countries. Since its founding in 1971 in Seattle,

In this phenomenon, Starbucks needs to analyze the advantages and disadvantages of the marketing that has been carried out by Starbucks, in order to achieve marketing activities, namely to survive or to win business competition. Companies are required to innovate to improve quality regarding consumer lifestyles, prices, and other factors that can influence the decline in product sales. Purchasing decisions have an important role in creating an effective and efficient marketing strategy. Basically, consumers buy products that can satisfy desires notonly in physical form but also in the quality benefits of the product.

Purchasing decisions are a process where consumers recognize the problem, look for information about a particular product or brand and evaluate how well each alternative can solve the problem, which then leads to a purchasing decision (Tjiptono, 2014: 21). There are several indicators in purchasing decisions, namely: The stability of a product, Habits in purchasing products, Providing recommendations to other people, and Repurchasing (Kotler and Keller, 2007: 222). The fundamental factor that determines purchasing decisions is brand image.

According to Keller (2016:347) every product sold on the market has its own image in the eyes of consumers which is deliberately created by marketers to differentiate it from competitors. Brand image is considered as a type of assumption that appears in the mind of consumers when remembering a particular brand. These assumptions can simply appear in the form of certain thoughts or images associated with a brand, just as when someone thinks about other people. According to Keller in (Widyastuti & Said, 2017) brand image is a consumer's understanding of a label which is also a reflection of memories that can be described and related to the brand. Brand image is the impression that customers have when they remember a particular brand for a product or service.

Apart from brand image, lifestyle is also a driving factor in consumer purchasing decisions. Which according to Sutisna (2002:98) states that

Lifestyle is broadly defined as a way of life, how people spend their time (activities), what they consider important in their environment (interests), and what they think about themselves and the world around them (opinions). Another opinion according to Plummer (1983: 131) says that lifestyle in principle is how a person spends his time and money. There are people who like to find entertainment together with their friends, there are those who like to be alone, there are those who travel with family, shop, spend time dynamically, and there are also those who have extra free time and money for social activities. Lifestyle can influence a person's behavior, and ultimately determine a person's consumption choices. It can be concluded that lifestyle is how someone spends their time and money on products that they consider important in their environment.

Not only that, the store atmosphere factor also influences consumer purchasing decisions. Shops are more interested in atmosphere which can provide a comfortable atmosphere so that it becomes a special consideration for shop visitors. According to Levy and Weitz (2004: 521) the influence of store conditions is a combination of the physical characteristics of the store, such as architecture, layout, signs, displays, color, lighting, temperature, music and aroma which will overall create an image in the minds of consumers. Through the store atmosphere created, retailers can communicate all information to

make things easier for consumers. Meanwhile, according to Engel, Blackwell, and Miniard (2001:240), store atmosphere is a planned atmosphere that suits the target market and which can

attract consumers to buy (Kotler 2005). Store Atmosphere influences the emotional state of buyers which causes or influences purchases.

Apart from brand image, lifestyle and store atmosphere, service quality also determines purchasing decisions. Service quality is seen as one of the components that needs to be realized by companies, because it has the influence of bringing in new customers and can reduce the possibility of old customers moving to other companies. According to (Zeithaml, 1988:48) service quality is a customer's assessment of the superiority or privilege that consumers feel about a product or service as a whole. Service quality according to Wyckof (in Tjiptono, 2000) is the expected level of excellence and control over this level of excellence to fulfill the desires of customers or consumers.

From the problems above, researchers are interested in further research regarding purchasing decisions with several research variables, namely brand image, lifestyle, store atmosphere and service qualit

1.1 Problem Formulation

Based on the background described above, researchers can identify several problems, including:

1. Is there a partial influence between brand image on purchasing decisions at Starbucks Jember?

2. Is there a partial influence between lifestyle on purchasing decisions at Starbucks Jember?

3. Is there a partial influence between store atmosphere on purchasing decisions at Starbucks Jember?

4. Is there a partial influence between service quality on consumer purchasing decisions at Starbucks Jember?

5. Is there a simultaneous influence between brand image, lifestyle, store atmosphere and service quality on purchasing decisions at Starbucks Jember?

METHOD

3.1 General description of research objects

Starbucks Coffee is a coffee company and coffee shop chain originating from the United States and headquartered in Seattle. Starbucks Coffee was founded in 1971 by Jerry Baldwin, Zev Siegl, and Gordon Bawker. Previously they only sold roasted coffee and various kinds of spices and did not sell brewed coffee like now. In 1987 the owner of Starbucks Coffee sold his shares to Howard Schultz. Starbucks began its presence in Indonesia in 2002 and opened its first outlet in Jember, specifically at Gajah Mada No. 288, Kaliwates, Jember on September 1 2022. Over time, Starbucks Coffee not only sells coffee but also tea, soda drinks, various kinds of food, as well as knick-knacks such as tumblers, bags and key chains. Starbucks continues to innovate and the company makes it more environmentally friendly. With begitu, konsumennya menjadi semakin loyal karena secara tidak langsung merekapun turut membantu menjaga lingkungan ini tetap baik dan terjaga.

3.1 Population, Sample, and Sampling

3.1.1 Population

Population is a generalization area consisting of objects/subjects that have certain qualities and characteristics that are applied by researchers to study and then draw conclusions (Sugiyono, 2016: 80). The population in this study were respondents who had made purchases at Starbucks Jember.

3.1.2 Sample

According to Sugiyono (2016:118) the sample is part of the number and characteristics of the population. Sugiyono (2016:91) says that the determination of sampling is as follows "if the research is to carry out multivariate analysis (correlation or multiple regression for example), then the number of

sample members must be at least 10 times the number of variables studied". So the minimum number of samples that can be taken is 12x5 variables, namely 60 respondents who are consumers at Starbucks Jember.

3.1.3 Sampling

Determining the sample in this study used Non Probability Sampling, namely taking samples from the population not at random but rather based on certain considerations (Jusuf Soewadji, 2012:140). The sampling method uses Non Probability Sampling with a purposive sampling technique, namely a sample determination technique based on certain considerations from the researcher (Jusuf Soewadji, 2012: 141). In this research, the considerations are:

• Consumers who have purchased at least two purchases

• Consumers who have purchased dine-in

3.1 Types of Research

In this research, researchers use associative/relationship research, where the aim of this research is to determine the influence or relationship between two or more variables (Sugiyono, 2016:36). This research uses a quantitative approach where the results are applied to the SPSS program.

3.2 Identification of Research Variables

According to Sugiyono (2016:38), research variables are anything in whatever form determined by the researcher to be studied so that information about it is obtained, then conclusions are drawn. In this research there are two variables, namely:

1. Independent Variable (Independent Variable

The independent variable is a variable that influences, which causes the emergence or change of the dependent variable. The independent variables in this research are brand image (X1), lifestyle (X2), store atmosphere (X3), and service quality (X4).

1. Dependent Variable (Dependent Variable)

According to Sugiyono (2016:39) The dependent variable is the variable that is influenced or is the result, because of the existence of the independent variable. The dependent variable in this research is purchasing decisions (Y).

3.1 Operational Definition of Research Variables

According to Azwar (2010), the operational definition of a variable is a definition of a variable that is formulated based on the characteristics of the variable that can be observed.

a. Purchase Decision (Y)

In this research, the purchasing decision is a process of making a consumer's decision whether or not to purchase a product at Starbucks Jember. This decision was made due to various factors that would be taken into consideration by consumers so that in the end they chose Starbucks Jember as their place to visit.

a. Brand Image (X1)

In this research, brand image is the perception of a brand, as reflected by the brand associations that exist in consumers' memories. At Starbucks Jember, if you see the green logo with a siren, people will definitely know that it is Starbucks. This makes Starbucks' brand image very broad among the public.

b. Lifestyle (X2)

In this research, lifestyle is broadly defined as a way of life identified by how people spend their time (activities), what they consider important in their environment (connectedness) and what they

estimate about themselves and the world around them. For example, they like to spend their time hanging out or relaxing at Starbucks Jember, spending their free time just enjoying coffee at Starbucks Jember after doing their activities, or even to meet with friends/business colleagues.

c. Store Atmosphere (X3)

In this research, the store atmosphere referred to is environmental design through visual communication, lighting, color, music and fragrances to design consumers' emotional and perceptual responses and to influence consumers in purchasing food/drinks at Starbucks Jember. The store atmosphere at Starbucks has characteristics such as black or gray applied to the walls, ceiling, floor, windows and furniture in the store.

a. inspired by the product being sold, namely coffee. Apart from that, the use of dark brown wood material gives a warm impression and welcomes visitors who come.Service Quality (X4)

In this research, service quality is meeting customer needs and desires and aligning them to balance customer expectations. At Starbucks Jember, the quality of service is very good, such as always greeting customers who come in a friendly manner, being alert and clear when providing information about the menu offered, and always ensuring the table is clean before being occupied by the customer

Variable	Indicator
Buying decision (Y)	• Stability of a product when making a return • Habits in purchasing products. Habit is the repetition of something continuously in purchasing the same product. • Provide recommendations to others • Make repeat purchases
Brand Image (X1)	• Recognition, the level of recognition of a brand by consumers. • Reputation, or fairly high status for a brand, because it has a good track record • Attraction (affinity), is an emotional relationship that arises between a brand and its consumers. • Loyalty, concerns how much loyalty consumers have for a product

Table 3.1: Starbucks Jember Operational Definition Year 2023

		use the brand in question
Lifestyle (X2)	•	Activity is the identification of what consumers do, what they buy, and how they spend their time.
	•	Interest is a form of focus on consumer preferences and priorities. Interest is a consumer's personal factor in fluencing the decision making process.
	•	Opinion is the opinion of each consumer which comes from their own personality.
Store Atmosphere (X3)	•	Visual communication,
	•	*Lightning*
	•	*Colour*
	•	*Music*
	•	*Scent*
Service Quality (X4)	•	*reliability*,
	•	*responsiveness*,
	•	*assurance*,
	•	*empathy*,dan *tangible*.

3.1 Data Collection Methods

Data collection methods used in this research include:

a. Observation, according to Riyanto (2010:96) observation is a data collection method that uses direct or indirect observation. Data collection techniques obtained by reading, taking notes and observing journals/literature related to research.

b. Interviews, according to Riyanto (2010:82), interviews are a data collection method that requires direct communication between investigators and subjects or respondents. Interviews are the research method used to seek data from Starbucks leadersJember to find out a general overview of the company and to respondents to find out the influence of brand image, lifestyle, store atmosphere and service quality.

a. A questionnaire is a data collection technique that is carried out by giving a set of questions or written statements to respondents to answer (Sugiyono, 2016:95). The data obtained was what was asked of respondents including the characteristics and results of answers to questionnaire statements. The statements in the questionnaire use a Likert scale, namely a scale of 1-5 to represent the opinions of respondents. This Likert scale is used to differentiate the intensity of a person's attitude or feelings towards a particular thing (Jusuf Soewadji, 2012: 167). The values for the scale are: a) strongly agree = 5, b) agree = 4, c) neutral = 3, d) disagree = 2, e) strongly disagree = 1.

b. Literature study, related to theoretical studies and other references related to values, culture and norms that develop in social situations yang diteliti (Sugiyono, 2016:291). Data yang diperoleh yaitu landasan teori, sumber data, dan alat analisis.

Jember to find out a general overview of the company and to respondents to find out the influence of brand image, lifestyle, store atmosphere and service quality.

a. A questionnaire is a data collection technique that is carried out by giving a set of questions or written statements to respondents to answer (Sugiyono, 2016:95). The data obtained was what was asked of respondents including the characteristics and results of answers to questionnaire statements. The statements in the questionnaire use a Likert scale, namely a scale of 1-5 to represent the opinions of respondents. This Likert scale is used to differentiate the intensity of a person's attitude or feelings

towards a particular thing (Jusuf Soewadji, 2012: 167). The values for the scale are: a) strongly agree = 5, b) agree = 4, c) neutral = 3, d) disagree = 2, e) strongly disagree = 1

b. Literature study, related to theoretical studies and other references related to values, culture and norms that develop in social situations yang diteliti (Sugiyono, 2016:291). Data yang diperoleh yaitu landasan teori, sumber data, dan alat analisis.

3.

A valid instrument is an instrument that can be used to measure what should be measured or can provide results as expected by the researcher. The method used to measure the high or low validity of a questionnaire is the Pearson product moment method. This method correlates the total score for each item with the total score (Sugiyono, 2004:185). The formula is as follows

Information:

rxy = correlation coefficient

x = Item Score

y = Total score

n = The multiplicity of subjects

$$rxy = \frac{n\sum xy - \sum x \sum y}{\sqrt{n\sum x2 - (\sum x)2}. \sqrt{n\sum y - (\sum y)2}}$$

The basis for decision making in the validity test is:

1. If the value of rcount > rtable and is positive, then the variable is valid.

2. If the value of rcount < rtable and is negative, then the variable is invalid.

a.   Reliability Test

Reliability tests are used to test the ability of measurement results to be relatively consistent if the measurements are repeated two or more times (Sugiyono, 2004: 176).

Reliability shows how much a measurement can provide results that are relatively no different if the measurement is carried out again on the same subject. The formula that can be used to measure instrument reliability with Cronbach's Alpha is as follows:

$$\alpha = \frac{kr}{1 + (k-1)r}$$

Information:

a = reliability coefficient

k = number of independent variables in the equation

r = average coefficient of correlation between variables

The basis for reliability test decision making is that the variable is said to be reliable if *value cronbach's alpha* > 0,6.

3.1.1 Uji Asumsi Klasik

a. Normality Test

A normality test is a test of the normality of data distribution. The normality test is useful for determining that the data that has been collected is distributed normal or taken from the normal population. (Muhammad Firdaus, 2019: 211). To test a data distributed normally or not, it can be known using a normal plot graph by looking at the histogram of the residual. The basis for decision making (Ghozali, 2014: 121) is:

If the data spreads around a diagonal line and follows the direction of the diagonal line or histogram graph, showing a normal distribution pattern, then the regression model satisfies the normality assumption.

If the data spreads far from the diagonal and does not follow the direction of the diagonal line or the histogram graph does not show a normal distribution pattern, then the regression model does not meet the assumption of normality.

The normality test in this study uses the Kolmogrov-Smirnov method (K-S), if the result of the significance number (sig) > 0.05 then the data is said to be normally distributed. If the result of the significance number (sig) < 0.05 then the data is not normally distributed.Uji Multikolinieritas

According to Muhammad Firdaus (2019: 236), the multicollinearity test is used to determine whether or not there are deviations from the classical assumption of multicollinearity, namely the existence of linear relationships between independent variables in regression models. The method to test multicollinearity is to look at the magnitude of the tolerance value and the value of Variance Inflation Factor (VIF) with the basis of decision making:

If VIF > 10 or Tolerance < 0.10, then multicolliarity occurs.
If the VIF < 10 or the Tolerance > 0.10, then multicolicity does not occur.

b. Heteroscedasticity Test

According to Ghozali (2014: 45), the heteroscedasticity test is to test whether in the regression model there is an inequality of variance from the residul of one observation to another. If the variance from the residual of one observation to another observation

fixed, then it is called homoscedasticity, if different it is called heteroscedasticity. A good regression model is one in which homoscedasticity or heteroscedasticity does not occur. If the P value is more than 0.05 is insignificant, it means that it did not occur

heteroscedasticity means that the regression model passes the heteroscedasticity test. Most crossover data contain heteroscedasticity situations because this data collects data representing various sizes (small, medium and large).

3.1.2 Multiple Linear Regression

According to Suharyadi and Purwanto (2004: 508), multiple regression analysis is used to analyze the magnitude of the relationship and the influence of the influence of independent variables that number more than two. If the regression equation involves more than one independent variable, it is called the multiple regression equation. In multiple regression analysis is used to determine the effect of the independent variable on the dependent variable. The equations of the multiple regression model are (Suharyadi and

Purwanto, 2011:210) :

$$Y = a + b,X, + b,X, + \ldots + b_n X_n + e$$

Information:

Y	: Predicted value from Y
a	: Constant number
b,, b,, … b_n	: Free variable coefficients
X,, X,, … X_n	: Variabel independen

3.1.2 Koefisien Determinasi (R^2)

The coefficient of determination (R2) aims to measure how far the model is able to explain the variation of the dependent variable. The value of the coefficient of determination is between zero and one (Ghozali, 2014: 21). A small value (r2) means that the ability of the independent variables to explain the dependent variable is very limited. A value close to one means that the independent variables provide almost all the information needed to predict dependent variation. The formula for the coefficient of determination according to Sugiyono (2016) is:

$$Kd = r^2 \times 100\%$$

Information:

Kd	= value of coefficient of determination
r	= The value of the correlation coefficient

The coefficient of determination is the proportion or percentage of the total Y described by the regression line. The regression coefficient is a number that indicates the degree of ability or distribution of the independent variable in explaining the dependent variable in the function cncerned. Coefficient ofdeterminat

Used to determine the presentation of the influence that occurs from the independent variable on the dependent variable with the following assumptions: $0 \geq r2 \geq 1$ Description:

1. If the value of r2 is closer to 1, then the model is good and the degree of closeness between the independent and bound variables is getting closer too.
2. If the value of r2 is further away from the number 1, then the relationship between the independent variable and the dependent variable does not come close.

3.1.3 Test the hypothesis

a. Partial Effect Test (T test)

The t test is used to show how far the influence of one individual explanatory / independent variable on the dependent variable by assuming the other independent variable is constant (Ghozali, 2014: 23). According to Ghozali (2013: 105) to draw conclusions whether the hypothesis is accepted or rejected is to compare the magnitude of the calculated and ttable values with the following conditions:

• If tcount > ttable, and sig < 0.05, then H0 is rejected and Ha is accepted. This means that there is a significant influence between the independent variable (X) on the dependent variable(Y).

b. If tcount < from ttable, and sig > 0.05, then H0 is accepted and Ha is rejected. This means there is no significant influence between the independent variable (X) against the bound variable (Y).

c.   Simultaneous Effect Test (F Test)

A simultaneous test (F test) is performed with the aim of showing that all independent variables included in the model have a shared influence on the dependent variable (Ghozali, 2018:98). The level used is 0.5 or 5%, if the significant value of F < 0.05 then it can be interpreted that the independent variable simultaneously affects the dependent variable or vice versa (Ghozali, 2016). The provisions of the F test are as follows (Ghozali, 2016):

• If the significant value of F < 0.05 then H0 is rejected and H1 is accepted. This means that all independent/free variables have a significant influence on the dependent/dependent variable.

• If the F value> 0.05 then H0 is accepted and H1 is rejected. This means that all independent variables do not have a significant influence on the dependent variable.

RESULTS AND DISCUSSION

4.1   Research Results

4.1.1 Respondent Overview

a.   Respondents in this study were Starbucks Jember customers who made purchases dine-in, this is in accordance with the method used in the study, namely the purposive sampling method. The purpose of classifying this study is to find out clearly and accurately about the description of respondents as research objects. The general description of respondents in this study can be explained as follows:Deskripsi responden berdasarkan Umur

Respondents in this study based on age range, information about the age of respondents is very important information. This is because the age difference in each respondent will affect knowledge dan sikap dalam melakukan keputusan pembelian.

Table 4.1: StarbucksJember Respondents by Age in 2023

No.	Age	Number of Respondents	Presentase
1.	17 – 21 year	6	10%
2.	22 – 26 year	34	56,7%
3.	27 – 31 year	9	15%
4.	32 – 36 year	6	10%
5.	37 – 41 year	2	3,3%
6.	42 year and above	3	5%
TOTAL		**60**	**100%**

Based on table 4.1, it can be concluded that the most respondents are aged 22-26 years, because most Starbucks Jember consumers are people of productive age who tend to come to Starbucks Jember to gather with friends or just unwind after doing activities.Deskripsi responden berdasarkan Jenis Kelamin

Research respondents were obtained based on gender information data. . Data regarding gender information also has an influence on respondents' choices in making purchasing decisions

.Tabel 4.2 :Starbucks JemberResponden By Gender, Year 2023

No.	Gender	Sum Responden	Presentase
1.	Man	26	43,3%
2.	Woman	34	56,7%
TOTAL		**60**	**100%**

Based on table 4.2, it can be concluded that the number of female customers is more than men, because at this time the habit of drinking coffee is not only identical to a man. In addition, women also prefer to spend their time in cafes than in restaurants or coffee shops.

b. Description of respondents by Occupation

Research respondents were obtained based on job information data. Data regarding job information as well has an influence on respondents' choices in making purchasing decisions.

Tabel 4.3 : Starbucks Jember Responden By Job Year 2023

No.	Work	Sum Responden	Presentase
1.	Junior High School Students	0	0%
2.	High School Students	1	1,7%
3.	Student	22	36,7%
4.	Private Employees	29	48.3%
5.	Civil servants	6	10%
6.	Trader/Entrepreneur	2	3,3%
7.	Other	0	0%
TOTAL		**60**	**100%**

Based on table 4.3, it can be concluded that the largest number of respondents are employed as private employees. This is because Workers often spend their time to unwind after doing their activities in the office by relaxing at Starbucks Jember or even to conduct business Meetings with colleagues.

c. Deskripsi responden based on Income

Research respondents were obtained based on income information data. Data regarding employment information also has an influence on respondents' choices in making purchasing decisions

Tabel 4.4 : Starbucks Jember Responden Based on Earnings Year 2023

No.	Income	Sum Responden	Presentase
1.	Rp. 500.000 – Rp. 1.000.000	0	0%
2.	Rp.1.000.000 – Rp. 1.500.000	4	6,7%
3.	Rp. 1.500.000 – Rp. 2.000.000	4	6,7%
4.	Rp. 2.000.000 – Rp. 3.000.000	14	23.3%
5.	Rp. 3.000.000 – Rp. 4.000.000	30	50%
6.	Rp. 4.000.000 – Rp. 5.000.000	5	8,3%
7.	> Rp. 5.000.000	3	5%
TOTAL		**60**	**100%**

Based on table 4.4, it can be concluded that the highest number of respondents is with an income of Rp. 3,000,000 – Rp. 4,000,000. because Starbucks Jember serves drinks and food at higher prices, so The consumers come from the middle class and above. So with the income that owned by respondents most influence their purchasing power ability at Starbucks Jember.

4.1.1 Description of Research Variables
a. Description of Brand Image Research Variables (X1)

In order to find out about Brand Image at Starbucks Jember, 4 questions are used and each answer score is between 1 to 1 with 5. Based on the results of the calculation of the distribution of respondents' answers, the answers can be known as follows:

Tabel 4.5 : Starbucks Jember

Frequency of Respondents' Answers to Brand Image Year 2023

No.	*Brand Image*	SS	S	N	TS	STS	TOTAL	MOOD
1.	X1.1	40	20	0	0	0	60	SS
2.	X1.2	38	22	2	0	0	60	SS
3.	X1.3	30	30	0	0	0	60	S
4.	X1.4	24	34	2	1	0	60	S

Based on table 4.5, it can be concluded that most respondents agree with the brand image at Starbucks Jember which has good popularity and high credibility in creating/manufacturing a product.

A.   Description of Lifestyle Research Variables (X2)

In order to find out about the lifestyle of Starbucks Jember consumers, 3 questions are used and each answer score is between 1 up to 5. Based on the results of the calculation of the distribution of respondents' answers, the answers can be known as next:

Tabel 4.6:Starbuck JemberFrequency of Respondents' Answers to Lifestyle Year 2023

No.	*Lifestyle*	SS	S	N	TS	STS	TOTAL	MOOD
1.	X2.1	29	31	0	0	0	60	S
2.	X2.2	15	39	6	0	0	60	S
3.	X2.3	16	30	0	0	0	60	S

Based on table 4.6 it can be concluded that most respondents agree with their lifestyle that likes to spend leisure time by relaxing at Starbucks Jember even though the price offered is higher, Because based on their lavish lifestyle, high prices are not a problem.

A.   Description of Store Atmosphere Research Variables (X3)

In order to find out about Store Atmosphere at Starbucks Jember, So 5 questions are used and each answer scores between 1 up to 5. Based on the results of the calculation of the distribution of respondents' answers, it can Be known the following answer:

Tabel 4.7 : Starbucks Jember

Frequency of Respondents' Answers to Store Atmosphere in 2023

No.	*Store Atmosphere*	SS	S	N	TS	STS	TOTAL	MOOD
1.	X3.1	26	33	1	0	0	60	S
2.	X3.2	26	33	1	0	0	60	S
3.	X3.3	24	34	2	0	0	60	S
4.	X3.4	29	30	1	0	0	60	S
5.	X3.5	30	27	3	0	0	60	SS

Based on table 4.7 it can be concluded that most of the respondents agree with the store atmosphere found at Starbucks Jember, ranging from menu lists, decorations, lighting, colors, to music and a fragrant aroma that can make consumers feel at home for a long time and interested in visiting Strabucks Jember.

A.   Description of Service Quality Research Variables (X4)

In order to find out about Service Quality at Starbucks Jember, 5 questions are used and each answer score is between1 to 5. Based on the results of the calculation of the distribution of respondents' answers, the answers can be known as follows:

Tabel 4.8 : Starbucks Jember

Frequency of Respondents' Answers to Service Quality in 2023

No.	*Service Quality*	SS	S	N	TS	STS	TOTAL	MOOD
1.	X3.1	27	32	1	0	0	60	S
2.	X3.2	31	26	3	0	0	60	SS
3.	X3.3	29	28	3	0	0	60	SS
4.	X3.4	25	31	4	0	0	60	S
5.	X3.5	25	31	4	0	0	60	S

Based on table 4.8 it can be concluded that most respondents agree with good service quality at Starbucks Jember, ranging from service that is swift, responsive, never forgets to give a hit purchase, Always serve friendly and always ensure the condition of the table / chair is always clean so that consumers feel comfortable.

Deskripstion Purchase Desicion Variabel Research (Y)

In order to find out about the Purchase Decision at Starbucks Jember, 4 questions are used and each answer score is between 1 to 5. Based on the results of the calculation of the distribution of respondents' answers, the answers can be known as follows:

Tabel 4.9 : Starbucks Jember

Frequency of respondents' answers to purchasing decisions Year 2023

No.	Keputusan Pembelian	SS	S	N	TS	STS	TOTAL	MOOD
1.	X1.1	40	20	0	0	0	60	S
2.	X1.2	38	22	2	0	0	60	SS
3.	X1.3	30	30	0	0	0	60	SS
4.	X1.4	24	34	2	1	0	60	S

Based on table 4.9 it can be concluded that most respondents agree with the purchase decision, namely making a purchase because they are really confident in the quality of a product, want to come back because they feel satisfied when First experience visiting, desire to recommend to others, and want to make a repeat purchase in the future.

REFERENCES

A, Parasuraman, Valarie A. Zeithaml, and Leonard L. Berry. 1988. SERVQUAL: A Multiple-Item Scale for Measuring Consumer Perceptions of Service Quality. Journal of Retailing. Vol 64 (1) pp 12-37.

AG. Suyono, Sri Sukmawati, Pramono. 2012. Considerations in Buying ProductsGoods and Services. Intidayu Press. Jakarta.

Agung Apriyadi, et al (2021), The influence of store atmosphere and service quality on purchasing decisions at Limasan Cafe

Astri Ayu Purwati, et al (2019), The Influence of Life Style, Product and Store Quality Image on Purchasing Decisions

Ayu Dyah Kusumadewi (2022), Influence of Brand Image, Mc Donald's Application and Life Style on the Decision to Purchase Mc Donald's Products in Puri Surya Jaya

Erika Sari Rahayu, et al (2023) The Influence of Brand Image, Store Atmosphere, Dan Social Media Marketing on J.Co Donuts & Purchasing Decisions Coffee.

C. Mowen, John and Michael Minor. 2002. Consumer Behavior. Jakarta : Erlangga

Fandy Tjiptono, 2008 .Marketing Strategy, Edition III, Yogyakarta : CV. Andi Offset

Fandi, Tjiptono. 2014. Service, Quality & Satisfaction. Edition 3. Yogyakarta: Publisher Andy.

Firdaus, Muhammad. 2019. Econometrics An Applicative Approach 3rd Edition. Jakarta: Bumi Literacy.

Ghozali. 2013. Research Methods. Volume 47.

Ghozali, Imam. 2014. Econometrics Theory, Concepts and Applications with IBM SPSS 22. Semarang: Publishing body – Undip

Ghozali, Imam. 2018. Multivariate Analysis Application with the IBM SPSS 25 Program. Diponegoro University Publishing Agency: Semarang.

Kotler, Philip & Keller, Kevin Lane. 2008. Marketing Management Third Edition Twelve Volumes I. Jakarta: Erlangga Publishers.

Kotler, Philip & Keller, K.L. 2012. Marketing Management Volume I 12th Edition. Jakarta: Erlangga.

Kotler, Philip & Gary Armstrong. 2014. Principles of Marketing. 15th edition. New Jersey: Pearson Pretice Hall.

Lovelock. 1988. Managing Service: Marketing, Operations, and Human Resources. London: Prentice-Hall International, Inc.

Luwisca Fahira, et al (2021), The Influence of Brand Image and Lifestyle on Cold'n Brew Purchase Decision

Miranda E.M. Mendur, et al, (2021) The Influence of Price Perceptions, Product Quality and Store Atmosphere on Purchasing Decisions at the Immanuel Sonder Store

Nugroho J. S, 2003, Consumer Behavior, First Edition, Prenada Media, Jakarta

Pauliccia Priska Isyana, et al (2020), The Influence of Lifestyle and Social Class Regarding Purchasing Decisions at Starbucks Coffee Shops in Bogor City.

Plummer, R. 1983. Life Span Development Psychology: Personality and Socialization. New York : Academic Press.

Rendika Putri Kartika Sari, et al (2019), The Influence of Brand Image, Lifestyle and Location of the decision to purchase the Tiga Tjeret Café in Surakarta.

Riani Lomboan, et al, 2020, Lifestyle and Price on Purchasing Decisions at Starbucks Manado Town Square

Riyanto, Orphan. (2010). Educational Research Methodology. Surabaya: Publisher. SIC. Said, Edward

Soewadji Jusuf. 2012. Introduction to Research Methodology. Jakarta: Partner Publisher Media Discourse.

Sugiyono. 2004. Research Methods. Bandung: Alphabeta

Sugiyono. 2006. Quantitative Qualitative Research Methods and R&D. Bandung: Alphabet.

Sugiyono. 2009. Research Methodology. Eighth printing, 60. Bandung: Alfabeta

Sugiyono. 2010. Administrative Research Methods. Bandung: Alphabeta.

Sugiyono. 2013. Quantitative, Qualitative and R&D Research Methods. Bandung: Alphabeta.

Sugiyono. 2014. Quantitative Qualitative Research Methods and R&D. Bandung: Alphabet.

Sugiyono. 2015. Combination Research Methods (Mix Methods). Bandung: Alphabeta.

Sugiyono. 2016. Quantitative, Qualitative and R&D Research Methods. Bandung: Alphabeta.

Suharyadi and Purwanto. 2004, Research Methodology. Jakarta: Gramedia Pustaka Main.

Sutisna. 2002. Consumer Behavior & Marketing Communications. Bandung: PT. Teenager Rosdakarya

Utami, Christina Widya. 2006. Retail Management. Jakarta: Salemba Empat.

Utami, Christina Widya. 2010. Retail Management Edition 2. Jakarta: Salemba Empat.

Utami, Christina Widya. 2011. Services Marketing Management. Yogyakarta: Banyumedia

Yunita Amelia, et al (2022), The Influence of Lifestyle and Product Quality on

Starbucks Coffee Purchase Decision