

ANALYSIS OF PURCHASING DECISIONS IN TERMS OF LIFESTYLE, ELECTRONIC WORD OF MOUTH (E-WOM), AND STORE ATMOSPHERE AT PLAGA COFFEE IN SURAKARTA

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Abstract

This research is motivated by the increasingly fierce competition in the Coffee shop industry, which requires business actors to understand the factors influencing consumer purchasing decisions. At Plaga Coffee Surakarta, purchasing decisions are assumed to be influenced by Lifestyle, electronic word of mouth, and store atmosphere. Therefore, it is important to conduct research to analyze the influence of these three variables on consumer purchasing decisions. This study uses a quantitative approach with a survey method. The sample was determined using a random sampling technique of 100 respondents who are consumers of Plaga Coffee Surakarta. Data were collected through a Likert scale questionnaire and analyzed using instrument tests, classical assumption tests, and multiple linear regression analysis with the help of the SPSS version 22 program. The results show that Lifestyle, electronic word of mouth, and store atmosphere, both partially and simultaneously, have a positive and significant effect on purchasing decisions. These three variables are able to explain the variation in purchasing decisions, while the rest is influenced by other factors outside the study. This study suggests that management should continue to optimize viral content, improve comfort of the place, and strengthen positive consumer recommendations to increase purchasing decisions.

Keywords: Lifestyle, Electronic Word Of Mouth, Store Atmosphere, Purchasing Decision.

1. Introduction

Indonesia's coffee industry is developing rapidly alongside increasing coffee consumption and changes in people's lifestyles. The USDA Foreign Agricultural Service (2024) projects that Indonesia's domestic coffee consumption in 2024/2025 will reach 4.8 million 60-kilogram bags. This growth has encouraged an increase in the number of coffee shops while intensifying competition in attracting consumers. Coffee shops are now not only places to enjoy beverages, but also spaces for socializing, working, completing assignments, and expressing oneself through social media.



Plaga Coffee Surakarta is a coffee shop in Laweyan that offers the “Solo Rasa Bali” concept, a tropical atmosphere, indoor and outdoor areas, and an art space. These characteristics indicate that consumers’ purchasing decisions may be influenced by lifestyle, electronic word of mouth (e-WOM), and store atmosphere. Lifestyle reflects consumers’ activities, interests, and opinions, while e-WOM serves as a source of digital information through reviews, comments, photos, and videos. Meanwhile, store atmosphere shapes the consumer experience through spatial layout, decoration, lighting, cleanliness, and comfort.

Previous studies have shown inconsistent results. Aulia and Irsyad (2025) found that lifestyle and store atmosphere have a positive effect on purchasing decisions, whereas Septiono and Sofiati (2025) found a negative effect of store atmosphere. These differences indicate a research gap. Therefore, this study aims to analyze the effects of lifestyle, e-WOM, and store atmosphere on the purchasing decisions of Plaga Coffee Surakarta consumers, both partially and simultaneously, within this context.

2. Literature Review

Purchasing Decision

A purchasing decision is the stage at which consumers make a choice and carry out a purchase after considering various alternatives. Kotler and Armstrong (2016) explain that purchasing decisions are formed through the processes of need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. Consumers consider not only the functional benefits of a product, but also personal, social, psychological, and situational factors. In this study, purchasing decision refers to consumers’ decision to choose and purchase products from Plaga Coffee Surakarta. Purchasing decisions are measured through product choice, brand choice, dealer choice, and purchase timing (Tjiptono, 2016).

Lifestyle

Lifestyle is a person’s pattern of living as reflected in activities, interests, and opinions when interacting with the environment (Kotler & Keller, 2016). Lifestyle shows how consumers use their time and resources while expressing their identity. According to Astuti and Hasbi (2020), lifestyle can be viewed from the activities performed, interest in the environment, and individuals’ views of themselves and their surroundings. In the context of coffee shops, gathering, working, completing assignments, and creating social media content have become part of modern consumers’ lifestyles. The lifestyle variable in this study is measured through activities, interests, and opinions (Sari & Nugroho, 2021).

Electronic word of mouth

Electronic word of mouth (e-WOM) is communication containing information, evaluations, or positive and negative experiences regarding products and companies conveyed by consumers through the internet. Jalilvand and Samiei (2019) explain that



e-WOM enables prospective consumers to obtain information from other consumers' experiences before making a decision. Such information may take the form of reviews, comments, recommendations, photos, or videos disseminated through social media and digital platforms. In the context of Plaga Coffee, e-WOM helps consumers obtain information regarding the menu, prices, location, service, and atmosphere of the venue. The e-WOM variable is measured through the intensity of information dissemination, the direction of consumer opinions, and the quality and relevance of content (Lestari & Amani, 2025).

Store atmosphere

Store atmosphere refers to the overall elements of the store environment designed to create emotional responses and influence consumer behavior. Kotler and Keller (2016) state that the atmosphere of a place can shape perceptions and encourage purchasing decisions. Berman and Evans (2018) explain that store atmosphere includes physical elements such as spatial layout, lighting, color, decoration, music, aroma, and cleanliness. An attractive and comfortable atmosphere can encourage consumers to stay longer at a business establishment and increase the likelihood of purchases. In this study, the store atmosphere of Plaga Coffee is measured through spatial layout, decoration and aesthetics, cleanliness, and comfort.

Hypothesis Development

The Effect of Lifestyle on Purchasing Decisions

Plaga Coffee Surakarta consumers. This finding indicates that consumers consider the suitability of the place with their activities, interests, and opinions before making a purchase. In the development of modern lifestyles, coffee shops are not only used to enjoy food and beverages, but also to gather, complete assignments, work, and create social media content. This result is consistent with Kotler and Keller (2016), who state that lifestyle reflects a person's pattern of using time and resources to determine consumption choices.

In addition, the findings of this study support the results of Aropah (2022) and Aulia and Irsyad (2025), who found that lifestyle has a positive and significant effect on purchasing decisions. Consumers tend to choose coffee shops that can support their activities, satisfy their interests, and reflect their social identity. Thus, lifestyle plays an important role in shaping the purchasing decisions of Plaga Coffee Surakarta consumers.

H1: Lifestyle has a positive effect on the Purchasing Decisions of Plaga Coffee Surakarta consumers.

The Effect of Electronic Word of Mouth on Purchasing Decisions

The results show that electronic word of mouth (e-WOM) has a significant effect on the purchasing decisions of Plaga Coffee Surakarta consumers. This finding indicates that consumers consider digital information in the form of reviews,



comments, recommendations, photos, and videos before making a purchase. Positive, clear, and relevant information can increase trust and reduce consumers' doubts regarding Plaga Coffee's products and services. This result is consistent with Jalilvand and Samiei (2019), who state that e-WOM is information about consumer experiences conveyed through the internet and is capable of influencing other consumers' decisions.

In addition, the findings of this study support the results of Lestari and Amani (2025) and Rahmawati and Desi (2025), who found that e-WOM has a positive and significant effect on purchasing decisions. Consumers tend to choose products or places that receive positive reviews and recommendations from other consumers through digital media. Thus, e-WOM plays an important role in shaping the purchasing decisions of Plaga Coffee Surakarta consumers.

H2: Electronic word of mouth (e-WOM) has a positive effect on Purchasing Decisions.

The Effect of Store Atmosphere on Purchasing Decisions

The results show that store atmosphere has a significant effect on the purchasing decisions of Plaga Coffee Surakarta consumers. This finding indicates that consumers consider spatial layout, decoration, lighting, cleanliness, and comfort before making a purchase. The "Solo Rasa Bali" concept, tropical atmosphere, indoor and outdoor areas, and art space are able to create an attractive experience for consumers. This result is consistent with Berman and Evans (2018), who state that a well-designed physical environment can create comfort, shape emotional responses, and influence consumer purchasing behavior.

In addition, the findings of this study support the results of Fatkar et al. (2024) and Aulia and Irsyad (2025), who found that store atmosphere has a positive and significant effect on purchasing decisions. Consumers tend to choose places with an attractive, clean, and comfortable atmosphere that suits their activity needs. Thus, store atmosphere serves as an important factor in shaping the purchasing decisions of Plaga Coffee Surakarta consumers.

H3: Store atmosphere has a positive effect on Purchasing Decisions.

3. Research Method

This study uses primary data obtained by distributing questionnaires to consumers of Plaga Coffee Surakarta. The questionnaire uses a five-point Likert scale to measure lifestyle, electronic word of mouth (e-WOM), store atmosphere, and purchasing decisions.

The population of this study consists of all Plaga Coffee Surakarta consumers, totaling 2,000 people in March 2026. The study sample consists of 100 respondents selected using accidental sampling, namely consumers who happened to be encountered at the research location and met the following criteria:



1. Respondents are consumers of Plaga Coffee Surakarta.
2. Respondents have purchased products from Plaga Coffee Surakarta at least once.
3. Respondents are willing to complete the research questionnaire in full.

4. Results And Discussion

Classical Assumption Test

Normality Test Results

Table 1 Normality Test Results

<i>Kolmogorov-Smirnov</i>	Standar	Keterangan
0,200	0,05	Normal

The Kolmogorov-Smirnov test result, which shows a significance value of 0.200 (>0.05), indicates that the residual data are normally distributed. The regression model meets the normality assumption and can be used for further analysis.

Multicollinearity Test Results

Table 2 Multicollinearity Test Results

Variable	Tolerance	VIF	Conclusion
<i>Lifestyle</i>	0,978	1,023	No Multicollinearity
<i>Electronic word of mouth</i>	0,989	1,011	No Multicollinearity
<i>Store atmosphere</i>	0,983	1,017	No Multicollinearity

Source: Primary data processed, 2026

Based on the table above, with Purchasing Decision as the dependent variable, the tolerance values are X1 (Lifestyle) = 0.978, X2 (Electronic word of mouth) = 0.989, and X3 (Store atmosphere) = 0.983 > 0.10 , while the VIF values are X1 (Lifestyle) = 1.023, X2 (Electronic word of mouth) = 1.011, and X3 (Store atmosphere) = 1.017 < 10 . For each independent variable, the tolerance value is ≥ 0.10 and the VIF value is ≤ 10 . This indicates that the regression model passes the multicollinearity test.

Heteroscedasticity Test Results

Table 3 Heteroscedasticity Test Results

Variable	<i>p-value</i>	Conclusion
<i>Lifestyle</i>	0,810	No Heteroscedasticity
<i>Electronic word of mouth</i>	0,088	No Heteroscedasticity
<i>Store atmosphere</i>	0,763	No Heteroscedasticity



Based on the table above, the p-values (significance) for X1 (Lifestyle) = 0.810, X2 (Electronic word of mouth) = 0.088, and X3 (Store atmosphere) = 0.763 are > 0.05; therefore, the results pass the heteroscedasticity test.

Hypothesis Testing Multiple Linear Regression Analysis Results

Table 4 Multiple Linear Regression Analysis Results

Variable	B	Std.Error
<i>(Constant)</i>	9,127	3,167
<i>Lifestyle</i>	0,235	0,078
<i>Electronic word of mouth</i>	0,231	0,090
<i>Store atmosphere</i>	0,482	0,068

In the multiple linear regression equation, the regression coefficient values can be formulated as follows:

$$Y = 9,127 + 0,235X_1 + 0,231X_2 + 0,482X_3$$

The constant value is explained by the regression equation above. This illustrates that if each independent variable has a value of 0, the value of the dependent variable is 9.127.

1. A Lifestyle coefficient of 0.235 means that if Lifestyle increases by 1 unit, Y (Purchasing Decision) will increase by 0.235, assuming that X2 (Electronic word of mouth) and X3 (Store atmosphere) remain constant.
2. An Electronic word of mouth coefficient of 0.231 means that if Electronic word of mouth increases by 1 unit, Y (Purchasing Decision) will decrease by 0.231, assuming that X1 (Lifestyle) and X3 (Store atmosphere) remain constant.
3. A Store atmosphere coefficient of 0.482 means that if Store atmosphere increases by 1 unit, Y (Purchasing Decision) will increase by 0.482, assuming that X1 (Lifestyle) and X2 (Electronic word of mouth) remain constant.

Table 5 Coefficient of Determination (R²) Test Results

<i>R</i>	<i>R Square</i>	<i>Adjusted R Square</i>
0,656 ^a	0,430	0,412



The coefficient of determination (adjusted R²) of 0.412 indicates that the independent variables X1 (Lifestyle), X2 (Electronic word of mouth), and X3 (Store atmosphere) contribute 41.2% to Y (Purchasing Decision). Other factors outside the model, including factors not covered in this study, account for the remaining 58.8% (100% - 41.2%).

Model Feasibility Test (F Test)

Table 6 F Test Results

Model	Sum of Squares	Df	Mean Square	F	Sig.
<i>Regression</i>	116,852	3	38,951	21,895	0,000 ^b
<i>Residual</i>	170,789	96	1,779		
<i>Total</i>	287,641	99			

The regression model has an estimated F value of 21.895 with a significance value (p-value) of 0.000 < 0.05, in accordance with the ANOVA calculation results shown in the preceding table. Therefore, the model is accurate in predicting the effects of X1 (Lifestyle), X2 (Electronic word of mouth), and X3 (Store atmosphere) on Y (Purchasing Decision), because H₀ is rejected and H_a is accepted.

In the multiple linear regression equation, the regression coefficient values can be formulated as follows:

$$Y = 9,127 + 0,235X_1 + 0,231X_2 + 0,482X_3$$

The constant value is explained by the regression equation above. This illustrates that if each independent variable has a value of 0, the value of the dependent variable is 9.127.

1. A Lifestyle coefficient of 0.235 means that if Lifestyle increases by 1 unit, Y (Purchasing Decision) will increase by 0.235, assuming that X2 (Electronic word of mouth) and X3 (Store atmosphere) remain constant.
2. An Electronic word of mouth coefficient of 0.231 means that if Electronic word of mouth increases by 1 unit, Y (Purchasing Decision) will decrease by 0.231, assuming that X1 (Lifestyle) and X3 (Store atmosphere) remain constant.
3. A Store atmosphere coefficient of 0.482 means that if Store atmosphere increases by 1 unit, Y (Purchasing Decision) will increase by 0.482, assuming that X1 (Lifestyle) and X2 (Electronic word of mouth) remain constant.

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<i>R</i>	<i>R Square</i>	<i>Adjusted R Square</i>
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Test Results (t Test)

Table 7 t Test Results

Variable	t-calculated	t-table	Sig.	Description
<i>Lifestyle</i>	3,000	1,985	0,003	H ₀ rejected, H ₁ accepted
<i>Electronic word of mouth</i>	2,580	1,985	0,011	H ₀ rejected, H ₂ accepted
<i>Store atmosphere</i>	7,096	1,985	0,000	H ₀ rejected, H ₃ accepted

The probability value (p-value) at a 5% significance level is used to determine the partial effect of each independent variable on the dependent variable. A variable is considered to have a significant effect when its significance value is less than 0.05. Based on the partial hypothesis testing results, the interpretations are as follows:

1. Hypothesis testing for the Lifestyle variable (X₁) obtained a significance value of $0.003 < 0.05$. Therefore, H₀ is rejected and H₁ is accepted. This means that Lifestyle has a positive and significant effect on the purchasing decisions of



- Plaga Coffee Surakarta consumers.
2. Hypothesis testing for the electronic word of mouth (e-WOM) variable (X_2) obtained a significance value of $0.011 < 0.05$. Therefore, H_0 is rejected and H_2 is accepted. This means that electronic word of mouth (e-WOM) has a positive and significant effect on the purchasing decisions of Plaga Coffee Surakarta consumers.
 3. Hypothesis testing for the store atmosphere variable (X_3) obtained a significance value of $0.000 < 0.05$. Therefore, H_0 is rejected and H_3 is accepted. This means that store atmosphere has a positive and significant effect on the purchasing decisions of Plaga Coffee Surakarta consumers.

Discussion

The significance test of the first hypothesis (t test) shows that the Lifestyle variable has a calculated t-value of 3.000 with a significance value of 0.003, which is lower than the 0.05 significance level. This result proves that Lifestyle has a positive and significant effect on the purchasing decisions of Plaga Coffee Surakarta consumers. This finding indicates that the suitability of the place with consumers' activities, interests, and opinions can increase their tendency to make a purchase. Plaga Coffee consumers, who are predominantly young people, visit coffee shops not only to enjoy food and beverages, but also to gather, complete assignments, work, relax, and create social media content. Theoretically, Kotler and Keller (2016) state that lifestyle reflects a person's pattern of living as seen through activities, interests, and opinions when interacting with the environment. The findings of this study are consistent with Aropah (2022), who states that lifestyle affects purchasing decisions. Aulia and Irsyad (2025) also found that Lifestyle has a positive and significant effect on the purchasing decisions of coffee shop consumers. Thus, the alignment of Plaga Coffee's concept with consumers' lifestyles plays an important role in shaping purchasing decisions. The significance test of the second hypothesis (t test) shows that the electronic word of mouth (e-WOM) variable has a calculated t-value of 2.580 with a significance value of 0.011, which is lower than the 0.05 significance level. This result proves that e-WOM has a positive and significant effect on the purchasing decisions of Plaga Coffee Surakarta consumers. This finding indicates that digital information in the form of reviews, comments, recommendations, photos, and videos can increase consumers' confidence in making a purchase. Consumers can obtain information about Plaga Coffee's menu, prices, location, service, facilities, and atmosphere through Instagram, TikTok, and other digital platforms. Positive and relevant information that corresponds to actual conditions can reduce uncertainty while building consumer trust. Theoretically, Jalilvand and Samiei (2019) state that e-WOM is information based on consumer experiences disseminated through the internet and can influence the perceptions and decisions of other consumers. The findings of this study are consistent with Lestari and Amani (2025) and Rahmawati and Desi (2025), who found that e-WOM has a positive and significant effect on purchasing decisions. Thus, the dissemination of positive and trustworthy digital information plays an important role in shaping the purchasing decisions of Plaga Coffee Surakarta consumers.



The significance test of the third hypothesis (t test) shows that the store atmosphere variable has a calculated t-value of 7.096 with a significance value of 0.000, which is lower than the 0.05 significance level. This result proves that store atmosphere has a positive and significant effect on the purchasing decisions of Plaga Coffee Surakarta consumers. The store atmosphere variable is also the most dominant factor because it has the largest calculated t-value and regression coefficient compared with the other variables. This finding indicates that spatial layout, decoration, lighting, cleanliness, and comfort can create a positive experience and encourage consumers to make purchases. The “Solo Rasa Bali” concept, tropical atmosphere, indoor and outdoor areas, and art space make consumers feel comfortable while enjoying products, gathering, or engaging in other activities. Theoretically, Berman and Evans (2018) state that a well-designed physical environment can attract attention, create comfort, shape emotional responses, and influence consumer purchasing behavior. The findings of this study are consistent with Fatkar et al. (2024) and Aulia and Irsyad (2025), who found that store atmosphere has a positive and significant effect on purchasing decisions. Thus, store atmosphere is the main factor influencing the purchasing decisions of Plaga Coffee Surakarta consumers.

5. Conclusions And Recommendations

Conclusions

1. Lifestyle has a positive and significant effect on purchasing decisions. The suitability of Plaga Coffee with consumers’ activities, interests, and opinions can encourage purchasing decisions. Consumers make visiting coffee shops part of their lifestyle for gathering, working, completing assignments, and expressing themselves through social media.
2. Electronic word of mouth (e-WOM) has a positive and significant effect on purchasing decisions. Positive and relevant reviews, comments, recommendations, photos, and videos can increase consumers’ trust and confidence in purchasing Plaga Coffee Surakarta products.
3. Store atmosphere has a positive and significant effect on purchasing decisions. Spatial layout, decoration, lighting, cleanliness, comfort, and the “Solo Rasa Bali” concept can create a positive experience for consumers. Store atmosphere is the most dominant variable influencing purchasing decisions.
4. Lifestyle, electronic word of mouth, and store atmosphere are able to explain 41.2% of the purchasing decisions of Plaga Coffee Surakarta consumers, while the remaining 58.8% is influenced by other variables not examined in this study.

Recommendations

Based on the research results described previously, the authors provide several recommendations that may be useful. These recommendations are as follows:

1. For the management of Plaga Coffee Surak



Management is advised to maintain and improve the quality of the store atmosphere because it is the most dominant factor influencing purchasing decisions. Improvements can be made through the development of decoration, arrangement of indoor and outdoor areas, lighting, cleanliness, seating comfort, Wi-Fi networks, and the availability of electrical outlets. Plaga Coffee should also maintain the “Solo Rasa Bali” concept as a characteristic that differentiates it from competitors.

2. For consumers

Consumers are expected to consider information from reliable sources and compare digital reviews with their personal needs before making a purchase. Consumers can also provide objective reviews based on their actual experiences to help other prospective consumers.

3. For future researchers

Future researchers are advised to expand the research area and increase the number of respondents so that the results have better generalizability. Future studies may also add other variables, such as price, product quality, service quality, promotion, brand image, customer satisfaction, and revisit intention, considering that 58.8% of the variation in purchasing decisions is still explained by other factors outside this study.

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