

EMPIRICAL STUDY ON THE RELATIONSHIP BETWEEN LIFESTYLE AND CONSUMER SATISFACTION WITH NESCAFÉ COFFEE PURCHASING DECISIONS AMONG UNIVERSITY STUDENTS

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Abstract. The objective of this research is to examine the impact of lifestyle and consumer satisfaction on the purchasing decisions for Nescafé coffee among university students. University students, representing the younger generation, possess dynamic lifestyles and a propensity to follow trends, which may significantly shape their consumption patterns, especially when selecting instant coffee products. Employing a quantitative methodology through a survey technique, data were gathered by distributing questionnaires to 120 student participants who had previously consumed Nescafé coffee. The data analysis utilized the Partial Least Squares–Structural Equation Modeling (PLS-SEM) approach, facilitated by the SmartPLS software. Findings from the study indicate that lifestyle exerts a positive and significant influence on decisions to purchase Nescafé coffee. Furthermore, consumer satisfaction has been established to similarly produce a positive and significant effect on purchasing decisions. The coefficient of determination (R^2) demonstrates that the variables of lifestyle and consumer satisfaction account for the majority of the variance in purchasing decisions, signifying that the proposed research model possesses substantial explanatory strength. These results underscore that the alignment of products with students' lifestyles and the degree of satisfaction experienced following consumption serve as critical determinants in propelling purchasing decisions. This investigation is anticipated to make scholarly contributions to the advancement of consumer behavior research, while also offering practical implications for businesses in formulating marketing strategies that emphasize consumer lifestyles and the enhancement of satisfaction levels, with particular relevance to instant coffee products.

Keywords: Lifestyle, Customer Satisfaction, Purchase Decision

I. INTRODUCTION

Indonesia is the fourth most populous country in the world, with a population of over 273 million. Indonesia is also known as one of the countries with the highest coffee consumption in the world. According to a report by the International Coffee Organization (ICO), Indonesia's coffee consumption in 2020–2021 reached 5 million 60-kg bags, placing Indonesia fifth among the world's largest coffee consumers. Research on coffee consumption culture has developed extensively at the global and national levels, including studies analyzing the factors that influence coffee demand in Indonesia, (Paryanto, 2025) presented his research findings that changes in domestic coffee prices do not significantly affect coffee demand in the Indonesian market. Coffee has become part of lifestyle, social identity, and effective experience. This phenomenon indicates that coffee is no longer seen merely as a drink to ward off sleepiness, but has become an integral part of modern society's lifestyle. Research (Luh et al., 2025) saying that coffee drinking has now become a daily routine, used as a symbol of taste and social status. In a number of major cities in Indonesia, such as Jakarta, Bandung, Yogyakarta, Surabaya, and Bali, coffee is part of the urban lifestyle,

shifting in meaning from a mere beverage to a symbol of identity and a means of interaction (Gadjah Mada, 2026).

The composition of the population is dominated by the productive age group, including young people such as university students. University students, who are part of the millennial and Generation Z generations, are synonymous with a dynamic, practical lifestyle that is adaptive to technological developments and global trends (Auliyah et al., 2025). In student life, lifestyle has developed as a secondary need that complements the fulfillment of basic needs as times change. These lifestyle changes have implications for their increasingly varied consumption patterns. (Hapsari & Baidhowi, 2025) states that the consumptive behavior of the younger generation tends to be driven more by desire than need, so that consumption is not only understood as the fulfillment of a function, but also as a form of self-expression and social identity. Consumptive patterns also show how individuals make decisions in using time and money as part of their consumption behavior. One form of consumption behavior that shows rapid growth among students is coffee consumption.

The high demand for coffee consumption opens up great opportunities for beverage industry players, including the instant coffee industry, which continues to expand. Currently, coffee shops are one of the fastest-growing business sectors with promising prospects (Mariam et al., 2022) However, these

opportunities are also accompanied by increased competition. Companies need to adjust their marketing strategies to educate and attract this segment in order to increase product purchases (Saha Nitu, 2024). Creating consistency in taste and product quality is an important factor that influences consumer satisfaction with a product (Kristanto & Puspitaningrum, 2025). This indicates that products that are able to maintain consistent taste and quality standards will be more likely to be chosen and consumed repeatedly by consumers.

One of the products that dominates the Indonesian instant coffee market is Nescafé, produced by PT Nestlé Indonesia. PT Nestlé Indonesia is a leading multinational company engaged in the food and beverage industry and has been operating for more than a century. This company plays an important role in meeting the needs of Indonesian consumers for high-quality food and beverages (Safitri et al., 2025). Since its introduction in 1938, Nescafé has been one of the major innovations in the instant coffee industry. However, despite the positive trend in the popularity of instant coffee, there has been limited research on how students' lifestyles affect their level of satisfaction with instant coffee products, especially Nescafé. In fact, students are a consumer segment whose behavior is influenced by trends, self-actualization needs, and preferences for certain products that suit their lifestyle.

This study was conducted to address this gap. To achieve this objective, this study applied a quantitative approach with data collection techniques through the distribution of structured questionnaires to students. This approach was chosen to obtain an objective empirical picture of their lifestyle patterns and level of satisfaction in consuming Nescafé. Through this method, this study is expected to produce findings that show the extent to which lifestyle affects student satisfaction levels, as well as identify the dimensions of lifestyle that play a dominant role in shaping that satisfaction. Academically, this study is expected to enrich the literature on the behavior of young consumers, while practically, the results of the study can be a reference for companies, especially those in the instant coffee industry, in formulating more effective marketing strategies that are in line with the lifestyle characteristics of today's students.

Lifestyle

Lifestyle is a comprehensive description of how individuals live their daily lives through their activities, interests, and patterns of allocating their time and resources. In the context of students, lifestyle not only reflects how they fulfill their academic needs, but also shows consumption behavior trends influenced by trends, social environment, and personal preferences. Research (Melinda et al., 2024) The results of the analysis prove that lifestyle has a positive and significant influence on student consumption behavior, so that the stronger the orientation towards a particular lifestyle, the greater the tendency for students to engage in consumption activities that are in line with the lifestyle they adhere to.

In addition, research conducted by (Suyanto et al., 2025) The Indonesian Journal of Economic and Business (Jurnal Kajian Studi) reveals that the lifestyle of students, especially those who are hedonistic and modern, has a significant influence on increasing consumptive behavior. This condition is caused by the tendency of students to follow trends and their orientation towards

the pursuit of pleasure, which encourages purchasing activities that often exceed basic needs.

A consumptive lifestyle is a pattern of living that reflects an individual's tendency to purchase goods or services that are driven more by the desire for satisfaction and comfort than by the fulfillment of rational needs. Technological developments and ease of access to transactions have contributed to the development of a consumerist lifestyle, particularly among students who tend to be responsive to changes in trends and the social environment. This ease encourages consumers to make quick and repeated purchases without careful consideration. In this context, lifestyle not only reflects individual consumption choices, but also influences consumer behavior and purchasing decisions regarding a product or service (Afrizal & Narimo, 2025).

Lifestyle is a reflection of an individual's behavior patterns as seen in their activities, interests, and opinions, which shape the way they use and consume a product or service. Among the younger generation, especially college students, modern lifestyles have evolved alongside technological advances and changes in the social environment, which demand practicality and efficiency in various daily activities. This situation encourages consumers to prioritize products that are easily accessible, quick to prepare, and in line with their lifestyle habits. Such lifestyles not only reflect personal identity, but also influence consumer preferences and attitudes towards products. Previous studies have shown that lifestyle has a positive effect on product usage decisions, as consumers tend to make purchasing decisions based on the compatibility of product characteristics with their lifestyle patterns and daily needs (Rachmawati & Wahyudi, 2024).

Based on the results of several previous studies, it can be concluded that lifestyle is an important factor that influences consumption behavior and purchasing decisions, especially among students. Lifestyle reflects patterns of activity, interests, and individual preferences that are formed through interaction with the social environment, technological developments, and emerging trends. Research (Melinda et al., 2024) shows that lifestyle has a positive and significant effect on student consumption behavior, indicating that certain lifestyle orientations encourage increased consumption activities in line with the adopted lifestyle. Next, (Suyanto et al., 2025) emphasizes that hedonistic and modern lifestyles contribute to the increase in consumptive behavior among students, which is triggered by the tendency to follow trends and the orientation towards the pursuit of pleasure. Findings are reinforced by (Afrizal & Narimo, 2025) which states that a consumptive lifestyle, supported by easy access to technology and transactions, encourages consumers to make quick and repeated purchases without deep rational consideration. In addition, (Rachmawati & Wahyudi, 2024) found that modern lifestyles have a positive influence on product usage decisions, as consumers tend to choose products that suit their lifestyle, needs, and daily habits. Thus, it can be concluded that lifestyle not only reflects an individual's identity, but also plays a significant role in shaping consumer behavior and purchasing decisions, making it a relevant variable to study in the context of product purchasing decisions among students.

Customer Satisfaction

Consumer satisfaction can be understood as a

psychological condition that arises after consumers compare their initial expectations with their actual experience in consuming a product. This satisfaction is formed when the product is able to provide benefits and quality that meet consumer expectations. In the context of consumer behavior, satisfaction plays a strategic role because it influences purchasing decisions. Research results (Sihombing et al., 2023) proves that customer satisfaction has a significant influence on purchasing decisions. These findings indicate that consumers who are satisfied with a product tend to be more likely to make purchases and maintain loyalty to the product they consume.

Results from Iqbal et al. (2020) further validate that customer satisfaction positively and significantly affects purchasing decisions. Customer satisfaction refers to the emotional reaction triggered post-evaluation of a consumer's experience with a product or service. It emerges when the product's performance aligns with or surpasses expectations. Within the coffee sector, this factor holds key importance, as it influences buying choices. The evidence supports that consumers pleased with product quality and service exhibit stronger inclinations toward repeat and sustained purchases.

Customer satisfaction represents an evaluative judgment indicating how well a product or service fulfills consumer expectations, derived from their actual experiences. In the study by Threstia et al. (2023), titled "The Influence of Customer Experience and Perceived Service Quality on Consumer Satisfaction with Product Quality as a Moderating Variable," results showed a positive and significant link between consumer experiences, perceived service quality, and satisfaction levels. The research affirms that satisfaction rises markedly when these elements meet or surpass expectations. Overall, these insights reveal that consumer satisfaction stems not from isolated factors but from multifaceted evaluations of consumption encounters.

Purchase Decision

The purchase decision is the final stage of the consumer behavior process, reflecting an individual's choice of a product based on their preferences and prior evaluations. Research conducted by (Girsang & Astiti, 2025) shows that the decision to purchase coffee drinks is influenced by various consumer behavior factors, particularly market segmentation that includes demographic and psychographic aspects. The results of the study indicate that consumer characteristics and lifestyle suitability have a direct and significant effect on purchasing decisions, while factors such as location and consumption habits tend to have an indirect effect through consumer satisfaction. These findings underscore that purchasing decisions depend not only on functional aspects, but also on the experience and level of satisfaction felt by consumers after consuming the product.

Research conducted (Chusna & Mustofa, 2024) He said, Purchasing decisions are the result of a consumer consideration process that involves researching various factors before choosing a product. Based on research in the article "The Influence of Religiosity, Subjective Norms, and Product Price on Purchasing Decisions," consumer purchasing decisions are influenced by internal and external factors, including individual values, social influences from the surrounding environment, and consumer perceptions of product price levels. The results of the study show that when these factors match consumer needs and preferences,

the tendency to make a purchase will be higher. These findings confirm that purchasing decisions are not only based on functional aspects.

II. RESEARCH METHODS

This study employed a quantitative explanatory design with a survey approach to examine the influence of lifestyle and consumer satisfaction on students' purchase decisions regarding Nescafé coffee. The analysis focused on testing hypothesized causal relationships using numerical data processed through statistical techniques.

The study population consisted of active university students who had previously consumed Nescafé coffee, with the individual student serving as the unit of analysis. As the population size was unknown, the minimum sample size was determined using the Lemeshow formula at a 95% confidence level and a 10% margin of error, yielding 96 respondents. To enhance data reliability, 120 respondents were included using purposive sampling, based on criteria of active student status, prior product consumption, and willingness to participate.

Primary data were collected through a structured online questionnaire distributed via Google Forms. The instrument was developed from established theories and prior studies, using a five-point Likert scale to measure lifestyle, consumer satisfaction, and purchase decision variables. Secondary data from academic literature were used to support the theoretical framework and discussion.

Data analysis was conducted using Partial Least Squares–Structural Equation Modeling (PLS-SEM) with SmartPLS software. The measurement model was evaluated for validity and reliability, while the structural model assessed multicollinearity, explanatory power, effect size, and hypothesis testing through bootstrapping. Statistical significance was determined by t-values greater than 1.96 and p-values below 0.05.

III. RESULT AND DISCUSSION

Outer Model

Convergent Validity Test

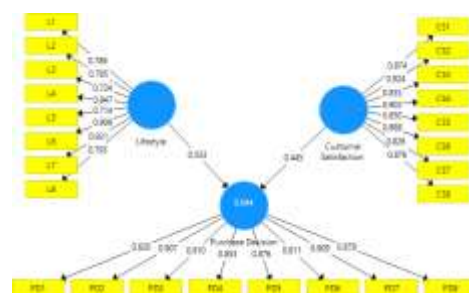


Figure 1. Diagram of PLS-SEM analysis results Figure

The results of the convergent validity test based on outer loading values show that all indicators in the Lifestyle, Customer Satisfaction, and Purchase Decision variables have outer loading values exceeding 0.70. This condition indicates that all indicators can represent their constructs well. Thus, the measurement model is declared to be convergent valid.

Table 1. Other Loadings

	Lifestyle	Customer Satisfaction	Purchase Decision
L1	0,786		
L2	0,785		
L3	0,724		
L4	0,847		
L5	0,714		
L6	0,909		
L7	0,921		
L8	0,793		
CS1		0,874	
CS2		0,924	
CS3		0,853	
CS4		0,903	
CS5		0,850	
CS6		0,888	
CS7		0,826	
CS8		0,876	
PD1			0,820
PD2			0,907
PD3			0,910
PD4			0,853
PD5			0,876
PD6			0,811
PD7			0,909
PD8			0,879

1) Reliability and Validity Construction

Table 2. Cronbach;s Alpha dan Composite Reliability

	Cronbach;s Alpha	Composite Reliability
Lifestyle	0,926	0,939
Customer Satisfaction	0,956	0,963
Purchase Decision	0,954	0,962

The reliability and construct validity tests show that all research variables have excellent reliability levels. Cronbach's Alpha values for the Lifestyle (0.926), Consumer Satisfaction (0.956), and Purchase Decision (0.954) variables all exceed the minimum threshold of 0.70, reflecting high internal consistency. In addition, the Composite Reliability values for the three variables were also very good, namely 0.939, 0.963, and 0.962, all of which exceeded the threshold of 0.70. Thus, all constructs in this study were proven to be reliable and suitable for further analysis.

Table 3. Avarge Variance Extracted (AVE)

	Avarge Variance Extracted (AVE)
Lifestyle	0,661
Customer Satisfaction	0,765
Purchase Decision	0,759

The Average Variance Extracted (AVE) test results confirm that all constructs in this study meet the convergence validity requirements, with AVE values above 0.765 for most constructs and 0.759 for Purchase Decision. This condition

indicates that each construct is able to explain more than 50% of the variance in its indicators, so that all research variables have good convergent validity.

2) Collinearity Statistics (VIF)

Table 4. Outer VIF Velues

	VIF
L1	3,983
L2	4,502
L3	2,638
L4	3,244
L5	1,931
L6	5,600
L7	7,086
L8	2,673
CS1	3,519
CS2	5,724
CS3	3,351
CS4	4,575
CS5	3,181
CS6	3,832
CS7	2,744
CS8	3,766
PD1	3,493
PD2	5,926
PD3	5,801
PD4	3,784
PD5	4,000
PD6	3,107
PD7	6,360
PD8	3,839

Based on the results of the Collinearity Statistics (VIF) test in SmartPLS, it can be concluded that most indicators have VIF values below the critical limit of 5, thus indicating no serious multicollinearity issues. However, there are several indicators with VIF values above 5, such as L6 (5.600), L7 (7.086), CS2 (5.724), PD2 (5.926), PD3 (5.801), and PD7 (6.360). VIF values exceeding 5 indicate the potential for multicollinearity between indicators in the same construct. Therefore, these indicators need further attention, for example, through re-evaluation of the questionnaire items or consideration of indicator deletion, so that the measurement model can be improved and meet the assumption of multicollinearity freedom.

3) Discriminant Validity

Table 5. Fornell-Larcker Criterion

	Lifestyle	Customer Satisfaction	Purchase Decision
Lifestyle	0,813	0,766	
Customer Satisfaction		0,875	
Purchase Decision	0,873	0,853	0,871

Discriminant validity testing using the Fornell- Larcker criteria in SmartPLS indicates that the square root of the AVE for each construct (Lifestyle = 0.813; Customer Satisfaction = 0.875; Purchase Decision = 0.871) exceeds the correlation values between other constructs. Thus, all constructs meet the discriminant validity requirements, and the measurement model is declared valid

Table 6. Cross Loadings

	Lifestyle	Customer Satisfaction	Purchase Decision
L1	0,786	0,422	0,549
L2	0,785	0,426	0,572
L3	0,724	0,432	0,538
L4	0,847	0,789	0,860
L5	0,714	0,515	0,595
L6	0,909	0,760	0,826
L7	0,921	0,787	0,869
L8	0,793	0,662	0,722
CS1	0,716	0,874	0,726
CS2	0,703	0,924	0,795
CS3	0,555	0,853	0,678
CS4	0,723	0,903	0,790
CS5	0,631	0,850	0,648
CS6	0,741	0,888	0,812
CS7	0,533	0,826	0,607
CS8	0,712	0,876	0,851
PD1	0,708	0,655	0,820
PD2	0,778	0,748	0,907
PD3	0,789	0,790	0,910
PD4	0,752	0,792	0,853
PD5	0,715	0,811	0,876
PD6	0,752	0,605	0,811

Discriminant validity testing using cross loadings in SmartPLS confirmed that all indicators had the highest loading values in their own constructs compared to other constructs, namely Lifestyle, Consumer Satisfaction, and Purchase Decision. It can be observed that each L indicator has the highest load on the Lifestyle construct, the CS indicator on Consumer Satisfaction, and the PD indicator on Purchase Decision. With that, each construct has proven to have good discriminatory ability to distinguish it from other constructs, so that the discriminatory validity of this research model is fulfilled and the measurement model is declared valid.

Inner Model

1) Multikolinearitas

Table 7. Inner VIF Velues

	Lifestyle	Customer Satisfaction	Purchase Decision
Lifestyle			2,418
Customer Satisfaction			2,418
Purchase Decision			

The multicollinearity test on the internal model (Internal VIF) via SmartPLS produced a VIF value of 2.418 for the relationship between Lifestyle and Customer Satisfaction on Purchasing Decisions. This value is below the threshold of 5, indicating that there is no multicollinearity problem between

latent variables in the structural model. As a result, the causal relationship between constructs in this research model is free from multicollinearity bias and ready for further hypothesis testing.

2) R. Square

Table 8. R Square

	R Square
Purchase Decision	0,844

Table 8 presents the R Square (R²) results, revealing a value of 0.844 for the Purchase Decision variable. This figure means that 84.4% of the variance in Purchase Decision is accounted for by the model's independent variables, with the other 15.6% attributable to external factors not included. Consequently, the structural model demonstrates robust explanatory strength, making it well- suited for examining relationships among the study's variables.

3) F Square

Tabel 9. F Square

	Lifestyle	Customer Satisfaction	Purchase Decision
Lifestyle			0,754

The effect size analysis (f²) revealed that the Lifestyle variable obtained an f² value of 0.754 on the Purchase Decision, which is classified as a large effect. Similarly, the Consumer Satisfaction variable recorded an f² value of 0.525 on the Purchase Decision, which is also classified as a large effect. These findings confirm that both variables make a strong and significant contribution to explaining the variation in Nescafé coffee Purchase Decisions by students. Thus, lifestyle and consumer satisfaction are the main factors that play an important role in shaping purchasing decisions in this research model.

4) Bootstrapping

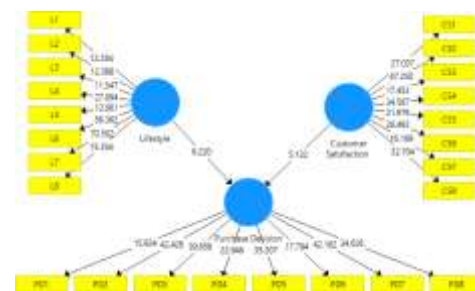


Figure 2. Bootstrapping results diagram in PLS-SEM analysis

Path coefficient testing via bootstrapping indicates a positive and significant relationship between Customer Satisfaction and Purchase Decisions ($\beta = 0.445, p < 0.001$). Lifestyle likewise shows a positive and significant effect on Purchase Decisions ($\beta = 0.533, p < 0.001$). Overall, these results highlight how the extent of customer satisfaction and product-

lifestyle fit drive consumer purchase choices.
 Analysis via Partial Least Squares–Structural Equation
 Modeling (PLS-SEM) demonstrates that both

Lifestyle and Consumer Satisfaction positively and significantly influence Purchase Decisions. These results affirm that consumers' buying choices extend beyond rational considerations to encompass lifestyle habits and post-usage satisfaction levels with products or services. The positive and significant path coefficient specifically validates Lifestyle's role in Purchase Decisions, indicating greater purchase likelihood when products align closely with consumers' lifestyles. Lifestyle encompasses individuals' activities, interests, and opinions, serving as a foundation for product selection. This aligns with consumer behavior theory, which positions lifestyle as a key determinant of preferences and purchasing behavior.

Table 10. Path Coefficients

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STD)	T Statistics (O/STD EVI)	P Values	Description
Consumer Satisfaction	0,445	0,452	0,087	5,132	0,000	Positive and Significant
Lifestyle	0,533	0,525	0,086	6,220	0,000	Positive and Significant

Consumer satisfaction further demonstrates a positive and significant impact on buying decisions. Findings highlight that consumers delighted by product quality, service delivery, and usage experience are inclined toward repeat buys and product advocacy. As a post-purchase judgment, satisfaction governs the ongoing bond between consumers and brands or products. The R² value of 0.844 shows Lifestyle and Consumer Satisfaction explaining the bulk of Purchase Decision variance, underscoring the model's superior explanatory capability. Multicollinearity assessments also reveal no problems among latent variables, validating the trustworthiness of the model's causal pathways. Collectively, this research substantiates that elevating purchase decisions demands companies to deeply comprehend target segment lifestyles while vigilantly sustaining and elevating satisfaction. Such outcomes provide a foundation for subsequent investigations and strategic direction for firms aiming to optimize marketing approaches.

IV. CONCLUSIONS

Based on the analysis and discussion, it can be concluded that lifestyle and consumer satisfaction have a positive and significant effect on students' decisions to purchase Nescafé coffee. These findings highlight that students' purchasing decisions are not only influenced by functional factors, but are also largely determined by the suitability of the product to their lifestyle and their level of satisfaction after consumption. The

lifestyle variable shows the most dominant influence on purchasing decisions. This reflects that Nescafé coffee is not just an instant drink, but an integral part of the lifestyle of students who value practicality, efficiency, and harmony with their daily routines. The more the product suits the lifestyle of students, the higher their tendency to choose and buy it. In addition, consumer satisfaction also plays an important role in driving purchasing decisions. Students who are satisfied with the quality, taste, and ease of preparation of Nescafé coffee tend to have stronger confidence in making purchasing decisions, including potential repeat purchases. This shows that consumer satisfaction is an evaluative factor after consumption that directly influences purchasing behavior. The high coefficient of determination (R²) value indicates that the research model has good explanatory power, where lifestyle and consumer satisfaction are able to explain most of the variation in purchasing decisions. Thus, the model in this study is considered feasible and relevant for analyzing the purchasing behavior of instant coffee by college students. Overall, the findings of this study indicate that companies, especially instant coffee producers, must pay attention to the characteristics of students' lifestyles and consistently maintain and improve consumer satisfaction through product quality and appropriate marketing strategies. This study is expected to serve as a reference for further research on consumer behavior.

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