

The Impact Of Lifestyle And Product Attractiveness On Purchasing Decisions Aceh SMEs Coffee Products

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Article's History:

Received 16 August 2024; Received in revised form 24 September 2024; Accepted 27 September 2024; Published 1 December 2024. All rights reserved to the Lembaga Otonom Lembaga Informasi dan Riset Indonesia (KITA INFO dan RISET).

Suggested Citation:

Yusrawati., Maharani, S., Saputra, A., Safrina, E., & Murniyati, S. (2024). The Impact Of Lifestyle And Product Attractiveness On Purchasing Decisions Aceh SMEs Coffee Products. JEMSI (Jurnal Ekonomi, Manajemen, dan Akuntansi). JEMSI (Jurnal Ekonomi, Manajemen, Dan Akuntansi), 10 (6). 3145-3153. <https://doi.org/10.35870/jemsi.v10i6.3264>

ABSTRAK:

Penelitian ini bertujuan untuk menguji faktor-faktor keputusan pembelian produk kopi Usaha Kecil dan Menengah (UKM) di Kabupaten Bireun, Aceh, Indonesia. Gaya Hidup dan Daya Tarik Produk diuji sebagai prediktor utama. Sementara itu, sikap konsumen sebagai mediasi. Kami mendekati sebanyak 500 anak muda pencinta kopi untuk dijadikan sampel. Namun, hanya 200 dari mereka yang memberikan respon. Selanjutnya, data dianalisis dengan menggunakan metode Structural Equation Modeling (AMOS-SEM). Berdasarkan hasil pengujian, gaya hidup secara nyata memiliki dampak positif dan signifikan terhadap sikap, sehingga berujung pada keputusan pembelian. Daya tarik produk diketahui memiliki dampak yang signifikan terhadap sikap tetapi tidak dapat berdampak signifikan terhadap keputusan pembelian. Sikap konsumen merupakan mata rantai dalam mempengaruhi gaya hidup dan daya tarik produk kopi lokal. Akhirnya, dapat dinyatakan bahwa keputusan pembelian produk kopi lokal telah menjadi gaya hidup anak muda Aceh saat ini dan daya tarik produk yang inovatif akan membantu para pelaku UKM kopi dalam meningkatkan penjualan.

Kata Kunci: Gaya Hidup, Daya Tarik Produk, Sikap, dan Keputusan Pembelian UKM Kopi

ABSTRACT:

This study aims to examine the purchasing decision factors of Small and Medium Enterprise (SMEs) coffee products in Bireun Regency, Aceh, Indonesia. Lifestyle and Product Attractiveness were tested as key predictors. Meanwhile, consumer attitudes as mediation. We approached as many as 500 coffee-loving youths to be sampled. However, 200 of them finally responded. Furthermore, the data was analyzed using the Structural

Equation Modeling (AMOS-SEM) method. Based on the test results, lifestyle markedly has a positive and significant impact on attitudes, thus leading to purchasing decisions. Product attractiveness is known to have a significant impact on attitudes but cannot significantly impact purchasing decisions. Consumer attitudes are a link in influencing the lifestyle and attractiveness of local coffee products. Finally, it can be stated that the decision to purchase local coffee products has become the lifestyle of Acehnese youth today young people and the attractiveness of innovative products will help coffee SMEs players increase sales.

Keywords: Lifestyle, Product Attractiveness, Attitude and Purchase Decisions Coffee SMEs.

INTRODUCTION

Coffee is now the most popular beverage worldwide and has played an important role in consumer culture since the mid-sixteenth century (Samoggia & Riedel, 2018). Coffee has undergone a transformation from a pure commodity to a specialized product that is in high demand around the world (K. H. Lee & Cho, 2015).

Indonesia is listed as the 3rd largest coffee producing country in the world in 2022/2023. According to the Central Statistics Agency report titled Indonesian Statistics 2023, Indonesia's coffee production reached 794.8 thousand tons in 2022. This figure increased by around 1.1% when compared to the previous year.

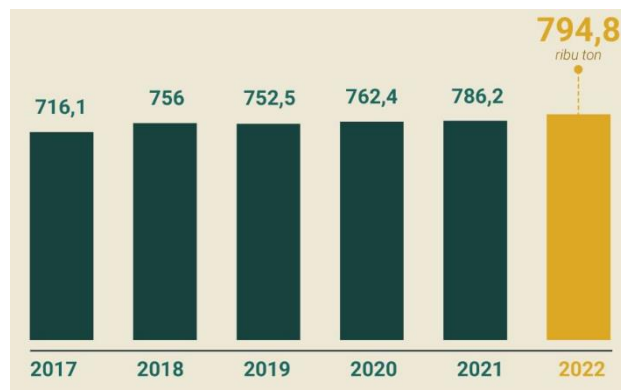


Figure1. Total Indonesian Coffee production from 2017 to 2022
Sources: Badan Pusat Statistik Indonesia (2023)

South Sumatra island became the largest coffee producing province In 2022,, with 212.4 thousand tons or 26.72% of the total national coffee production. Furthermore, Lampung province with coffee production of 124.5 thousand tons, North Sumatra province 87 thousand tons, Naggroe Aceh Darussalam 75.3 thousand tons and bengkuli 60.1 thousand tons. Here are the details of the 5 largest national coffee producing provinces in 2022:

Table 1. Most coffee-producing provinces in Indonesia

No	Province	Total Coffee Production (Tons)
1	Sumatra Selatan	212,4 thousand
2	Lampung	124,5 thousand
3	Sumatra Utara	87 thousand
4	Aceh	75,3 thousand
5	Bengkulu	60,1 thousand

Sources: Badan Pusat Statistik Indonesia (2023)

In addition, in recent years, the existence of coffee shops in Indonesia has grown rapidly. So that it has become a new business opportunity for business actors and coffee producers from various regions to produce coffee powder made by Micro, Small and Medium Enterprises (SMEs) themselves and be able to compete with coffee from factory producers. coffee powder manufacturers need to develop their products with information about attributes that are useful for attracting and maintaining customer decisions (Nabila & Hayati, 2022). Attributes included are flavor, packaging, price, aroma, halal logo, marketing place, coffee grounds and promotion. Consumer characteristics are mostly 17-25 years old (Nabila & Hayati, 2022).

To respond to consumer interest, coffee shops introduced specialty coffee powder as coffee has become a luxury product rather than a commodity (Carvalho et al., 2015). Coffee is now considered a high-quality artisanal beverage. The act of drinking coffee is not just about consuming the beverage, but about pleasure, lifestyle, experience and social status. The change in consumer behavior is due to the three approaches that characterize coffee products: pleasure, health, and sustainability (Samoggia & Riedel, 2018).

Coffee powder processed by SMEs has a more distinctive aroma so that the taste is more intense, even though it is not as good as factory-made coffee, which is easy to obtain but has the disadvantage of not having a distinctive aroma like processed SMEs (Nabila & Hayati, 2022)

Based on this explanation, this study aims to examine consumer decision factors in choosing coffee powder processed by Aceh SMEs. where Aceh is the fifth province to contribute coffee powder for Indonesian coffee lovers. This study tries to test factors such as lifestyle, Product Attractiveness and consumer attitudes, and see to what extent these factors contribute to the decision to consume local Aceh SMES coffee products.

LITERATURE REVIEW

Purchasing Decisions

Purchasing decisions are decisions regarding the form, type, brand, quantity of products purchased as well as the time of purchase and method of payment (Rahmah et al, 2018). Reference groups, market situations and strategies implemented influence purchasing decisions (Van Loo et al., 2015). Consumers will determine their needs before making a purchase. Products that meet their needs will be selected, also influenced by consumer interest in environmental issues, information provision, and product labeling (Takahashi et al, 2018). In consumer purchasing decisions, consumers first go through the stages of problem recognition, information search, alternative evaluation, purchase decisions, and post-purchase behavior (N. Lee & Kotler, 2016). Attractive products such as packaging, aroma, taste and other dimensions will determine purchasing decisions (Aprillia & Mustofa, 2022); (Samoggia & Riedel, 2018). Indicators of purchasing decisions such as: a) buying because you already know the benefits of the product. b) Buying because you like the brand. c) Buying because it suits your desires d) buying because of necessity (Kotler & Armstrong, 2018)

Lifestyle

According to Kotler & Armstrong, (2018) very different lifestyles are shown by people of different social classes, subcultures, and their occupations. Lifestyle describes a person's life pattern based on his psychography. The dimensions of lifestyle consist of AIO, namely Activities such as; work, sports, hobbies, shopping, social events. Intentions such as; Fashion, family, food, recreation, and opinions such as; social issues, about personal, product, and business. Lifestyle reflects a person's pattern of life in consuming their time and money, but in many cases it also refers to the attitudes and values attached to this pattern of behavior (Solomon et al, 2013). Lifestyle is a person's way of spending time and money to fulfill their desires and needs. Lifestyle has a significant impact on consumer attitudes. Not only that, lifestyle can make consumers decide on repeat purchases regardless of the money spent (Saputra et al, 2020). The indicators for measuring lifestyle in online shopping are described by (Selvakumar & Raghavan, 2017) Namely Options, Values, Activities and interests, Demographics, Media patterns and Usage levels. Lifestyle is believed to have an impact on consumer attitudes and decisions. So the hypothesis can be formulated as follows:

H₁ : Lifestyle has a significant Impact on Attitude

H₂ : Lifestyle has a significant Impact on Purchasing Decisions

Product Attractiveness

Product attractiveness is all items of goods or services offered by suppliers to the market to meet relevant consumer needs, in order to attract consumer attention to find and buy them (Fandy, 2016). Explaining that attractiveness in this case can be in the form of elements such as the prestige that the product gives to users, the exclusivity of the product, and the uniqueness highlighted by the product (Soler-Anguiano et al , 2023). Perceived product appeal in consumer responses such as taste sensations, product color saturation and packaging design that evoke impulse purchases, so that in the same way, higher purchase intentions will lead to higher product consumption (Schnurr et al, 2017). Product appeal is not the only factor impacting consumer response. Also,

personal factors, such as individual decision-making styles, have an impact on how consumers react (Soler-Anguiano et al, 2023). Product attractiveness indicators are formed by product price, product superiority, and availability of supporting products. The price of the product is determined by the manufacturer regarding the low or high price of the goods being sold. The superiority of the product itself regarding the product makes consumers interested in trying it and the availability of supporting products to attract more consumers to visit the coffee shop (Aprillia & Mustofa, 2022). Product attractiveness is believed to have a significant impact on attitudes and purchasing decisions, so the following hypothesis can be formulated.

H₃ : Product attractiveness has a significant impact on attitudes

H₄ : Product attractiveness has a significant impact on purchasing decisions

Consumer Attitude

According to (Ajzen, 1991) explains that behavioral attitudes are the result of evaluating behavior that is liked or disliked editing or not." In the Theory of Reasoned Action (TRA) and Theory of Planned Behavior (TPB) models, attitudes towards behavior are based on a person's belief in the results of behavior. TRA and TPB assume that people who behave positively will be profitable and will produce positive results as well. Attitudes are a person's consistently favorable or unfavorable evaluations, feelings, and tendencies towards an object or idea. Attitudes put people in the frame of mind of liking or disliking things the way they want or not (Kotler & Armstrong, 2018). Consumer attitudes in shopping are a feeling of either liking or disliking a product of goods or services offered, this is an initial determinant that can have a direct impact on purchasing decisions. Lifestyle affects attitudes and has an impact on product purchasing decisions by consumers (Saputra et al, 2020). Product attractiveness has a significant impact on attitudes and purchasing decisions (Aprillia & Mustofa, 2022). Attitudes are believed to have a significant impact on purchasing decisions, so the following hypothesis can be formulated.

H₅ : Attitude has a significant impact on purchasing decisions

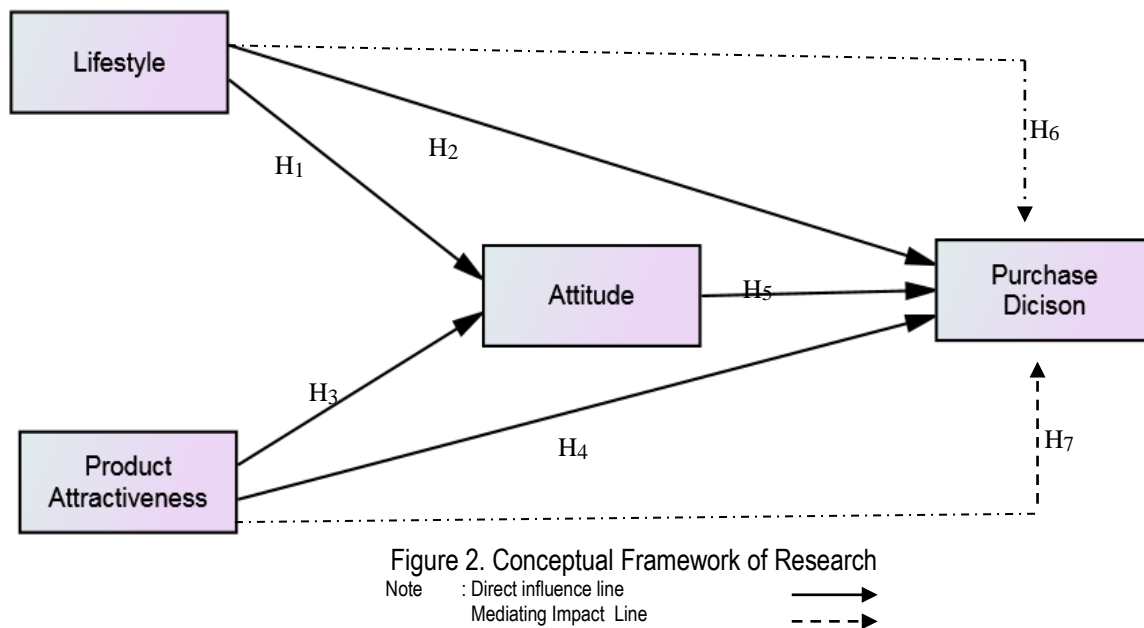
H₆ : Attitude mediates the impact of lifestyle on purchasing decisions

H₇ : Attitude mediates the impact of Product attractiveness on purchasing decisions

METHODOLOGY

This study aims to examine purchase decision factors on coffee products of Small and Medium Enterprises (SMEs) in Bireun District, Aceh, Indonesia. Lifestyle and Product Appeal were tested as the main predictors. The sample collection was non-probability sampling, with couda sampling method. While consumer attitudes as mediation. We approached as many as 500 young coffee lovers to be sampled. However, 200 of them eventually responded. Subsequently, the data were analyzed using the Structural Equation Modeling method (SEM). Data were collected through an online questionnaire and analyzed through SPSS and AMOS statistical software.

Based on the description of the literature and empirical studies above, the research conceptual framework can be described as follows.



RESULTS AND DISCUSSION

Results

In the first SPSS, the researcher examined the profile of the respondents (table 2). The result data shows that the average respondent in this study is a millennial male who is already over 18 to 30 years old, their current education is on average a bachelor's degree. The preferred coffee flavor is Arabica.

Table 2. Frequencies statistics Profile Responden

Description	Frequency	Percentage
Gender		
Women	86	40,6
Men	114	59,4
Age Ranges		
18-30 Years old	86	40,1
31-40 Years old	78	33
41-50 Years old	21	14,2
>50 Years old	15	12,7
Final Education		
High School	71	0
Diploma III	16	12,7
Bachelor (S1)	89	75,5
Master (S2)	19	9,4
Doctorate (S3)	5	2,4
Type of Coffee being sipped		
Arabica coffee	98	89,1
Robusta Coffee	70	0,5
Gayo Coffee	25	9
More	7	1,4
Total	200	100

Source: Primer data, 2023 (processed)

Testing the accuracy of the data using Confirmatory Factor Analysis (CFA) the model can be accepted using the guidelines (Hair et al, 2014). Goodness of Fit Model is acceptable, because the Chi Square value of 126.205 is accepted smaller than 122.1077 at df 98 and a significance of 0.05. Furthermore, the GFI value of 0.924 is greater than 0.90. The TLI value of 0.969 is greater than 0.90. The CFI value of 0.974 is greater than 0.90. Furthermore, the RMSEA value of 0.038 is less than 0.08. And the CMINDF value of 1.288 is less than 2.00. Referring to the opinion (Hair et al, 2014). Modeling structural equations using 4-5 estimation criteria as long as it contains Absolute Fit Indices, Parsimony Fit Indices and Incremental Fit Indices, the structural equation model is acceptable.

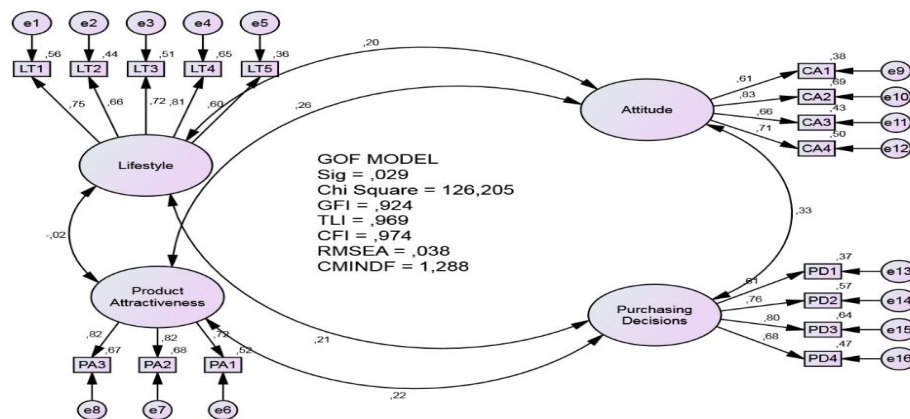


Figure 3. Confirmatory Factor Analysis

Furthermore, construct validation testing is used to see the extent to which research indicators are acceptable. acceptance criteria through loading factors where if it is greater than 0.50 and Construct Reliability (CR) is greater than 0.70 and Variance extracted (VE) is greater than 0.50 (Hair et al, 2014). The test results are shown in the following table

Table 3. Construct Validity

	Statement	Std Loading	VE	CR
PD	Purchasing Decisions			
PD1	Buying because they already know the benefits of the product	0,611	0,512	0,806
PD2	Buying because they like the brand	0,756		
PD3	Buying because it suits the desire	0,798		
PD4	Buying because of necessity	0,684		
CA	Customer Attitude			
CA1	I think choosing local coffee products is a good idea	0,613	0,500	0,747
CA2	I really enjoy drinking coffee	0,833		
CA3	I think local coffee has quality characteristics	0,657		
CA4	I prefer local coffee over other coffee.	0,706		
LT	Lifestyle			
LT1	Drinking coffee is the best option	0,751	0,506	0,835
LT2	Drinking coffee can boost morale	0,663		
LT3	Drinking coffee has become my habit	0,716		
LT4	Aceh coffee has become a staple drink	0,807		
LT5	In a day I can spend at least 3 cups of coffee	0,602		
PA	Product Attractiveness			
PA1	I am interested because the price of coffee is in accordance with the quality of taste	0,719	0,621	0,830
PA2	Aceh coffee has advantages over other coffee	0,824		
PA3	I am interested because Aceh coffee has a variety of flavors	0,816		

Source: AMOS Output, 2023 (Processed)

Berdasarkan hasil pengujian validitas konstruk diatas dapat dijelaskan bahwa nilai loading faktor sangat baik karena lebih besar dari 0,50. Selanjutnya perolehan nilai VE juga baik karena lebih besar dari 0,50. Sementara nilai CR juga memiliki reliabilitas yang cukup baik karena lebih besar dari 0,70. Dengan demikian maka dapat dinyatakan bahwa validitas dan reliabilitas model telah terpenuhi dengan baik.

Hypothesis Test Result

Hypothesis testing is done in two stages. First, testing the direct impact by comparing the critical ratio (C.R) value with an acceptance threshold greater than 1.96 and a significant value of less than 0.05. Then testing the mediating impact of Attitude on the two relationships with the help of the sobel test calculator.

Table 4. Regression Weights

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Eksogent		Endogent	Std Estimate	Estimate	S.E.	C.R	P	
Direct Impacts								
Attitude	<---	Lifestyle	0,203	0,184	0,070	2,378	0,017	
Attitude	<---	Product_Attractiveness	0,269	0,217	0,072	3,034	0,002	
Purchasing_Decisions	<---	Lifestyle	0,167	0,142	0,073	1,965	0,049	
Purchasing_Decisions	<---	Product_Attractiveness	0,160	0,122	0,066	1,835	0,067	
Purchasing_Decisions	<---	Attitude	0,252	0,237	0,080	2,655	0,008	
Indirect Impacts								
Purchasing_Decisions	<---	Attitude <---	Lifestyle	0,051	0,43	0,022	1,966	0,049
Purchasing_Decisions	<---	Attitude <---	Product_Attractiveness	0,068	0,51	0,024	2.112	0,034

Source: AMOS Output (Processed)

Discussion

Based on the results of the hypothesis testing summary in the table above, the impact of each research hypothesis can be explained as follows.

H1 : Lifestyle has a Significant Impact on Attitude

The results of testing the impact of lifestyle on consumer attitudes obtained a C.R value of 2.378 greater than the threshold of 1.960. Furthermore, the significant value of 0.017 is smaller than 0.05. Thus it can be stated that, consumer lifestyle has a significant impact on consumer attitudes. This means that consumer behavior in consuming coffee is strongly influenced by their lifestyle. This result is in accordance with what was stated by (Saputra et al, 2020). That, lifestyle is a person's way of spending time and money to fulfill their wants and needs which has a significant impact on consumer attitudes. Not only that, lifestyle can make consumers decide on repeat purchases regardless of the money spent.

H2 : Lifestyle has a Significant Impact on Purchasing Decisions

The results of testing the impact of lifestyle on consumer purchasing decisions obtained a C.R value of 1.965 greater than the threshold of 1.960. Furthermore, the significant value of 0.049 is smaller than 0.05. Thus it can be stated that, consumer lifestyle has a significant impact on consumer decisions in choosing products. These results support previous research conducted by (Rahmah et al., 2018); (Aprillia & Mustofa, 2022) that the lifestyle of today's consumers has become their determinant in consuming coffee every day, regardless of work, coffee has become a primary drink for them.

H3 : Product Attractiveness has a Significant Impact on attitude

The results of testing the impact of product attractiveness on consumer attitudes obtained a C.R value of 3.034 greater than the threshold of 1.960. Furthermore, the significant value of 0.002 is smaller than 0.05. Thus it can be stated that, Product attractiveness has a significant impact on consumer attitudes in consuming coffee. These results are in line with those stated by (Schnurr et al, 2017) that the perception of product attractiveness on

consumer responses such as taste sensations, product color saturation and packaging design that arouse impulse purchases, so that in the same way, higher purchase intentions will lead to higher product consumption. Product attractiveness is not the only factor impacting consumer response. But personal factors, such as individual decision-making styles, have an impact on how consumers react (Soler-Anguiano et al, 2023).

H4 : Product Attractiveness has a Significant Impact on Purchasing Decisions

The results of testing the impact of product attractiveness on consumer purchasing decisions obtained a C.R value of 1.835 smaller than the threshold of 1.960. Furthermore, the significant value of 0.067 is greater than 0.05. Thus it can be stated that, Product attractiveness does not have a significant impact directly on consumer decisions in consuming coffee. These results contradict research conducted by (Aprillia & Mustofa, 2022) and (Schnurr et al, 2017). Product attractiveness is not the only factor impacting consumer response. but personal factors, such as individual decision-making styles, have an impact on how consumers react (Soler-Anguiano et al, 2023).

H5 : Attitude has a Significant Impact on Purchasing Decisions

The results of testing the impact of consumer attitudes on consumer purchasing decisions obtained a C.R value of 2.655 greater than the threshold of 1.960. Furthermore, the significant value of 0.008 is smaller than 0.05. Thus, it can be stated that consumer attitudes are the initial determinants that can influence purchasing decisions as a result of research conducted by (Saputra et al., 2020) that, a positive consumer attitude in choosing a product will have a real impact on the decision to buy the product in the future. Consumer attitudes that are considered to make purchasing decisions for the products offered against product attributes such as characteristics such as price, quality, packaging, design, features, service (Nabila & Hayati, 2022).

H6 : Attitude Mediates the Impact of Lifestyle on Purchasing Decisions

The mediating impact of attitude on the relationship between lifestyle and purchasing decisions is known from obtaining a C.R value greater than 1.96. And significant less than 0.05. The test results using the sobel test obtained a C.R value of 1.966 and a signidikan of 0.049. Thus it can be stated that consumer attitudes can partially and significantly mediate the relationship between lifestyle and consumer decisions. Lifestyle affects attitudes and has an impact on product purchasing decisions by consumers (Saputra et al, 2020). Product attractiveness has a significant impact on attitudes and purchasing decisions (Aprillia & Mustofa, 2022).

H7 : Attitude Mediates the Impact of Product Attractiveness on Purchasing Decisions

The mediating impact of attitude on the relationship between product attractiveness and purchasing decisions is known from obtaining a C.R value greater than 1.96. And significant less than 0.05. The test results using the sobel test obtained a C.R value of 2.11 and a significant 0.034. Thus it can be stated that consumer attitudes can partially and significantly mediate the Impact of product attractiveness on consumer decisions in deciding coffee consumption. The superiority of the product itself regarding the product makes consumers interested in trying it and the availability of supporting products to attract more consumers to visit the coffee shop (Aprillia & Mustofa, 2022). Product attractiveness has a significant impact on attitudes and purchasing decisions (Aprillia & Mustofa, 2022).

CONCLUSION

After conducting a series of hypothesis testing, it can be concluded that, the factors that influence the decisions of young Acehese consumers in consuming local SMEs coffee are the impact of lifestyle, product attractiveness and consumer attitudes. Although some of them do not make Product attractiveness the main determinant in influencing their decisions, the positive attitude of consumers towards local SMEs Coffee products has become a mediator that is able to increase consumer interest in choosing and prioritizing local SMEs products over other products. Finally, it can be stated that the decision to purchase local coffee products has become the lifestyle of Acehese youth today and innovative product attractiveness will help coffee SMEs players to increase sales.

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