

THE EFFECT OF *BRAND IMAGE*, PRODUCT VARIATION, LIFESTYLE AND PRICE ON PURCHASING DECISIONS AT JANJI JIWA *COFFEE* *SHOP* AMONG GENERATION Z IN MADIUN CITY

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Abstract

Study This aim For For prove in a way empirical about Influence *Brand Image*, Variation Product , *Lifestyle* and Price on Purchasing Decisions At the Janji Jiwa Coffee Shop, Generation Z is Being Focused on the Research in Madiun City. This is study quantitative with amount sample as many as 384 respondents. The sampling method sample that is use sample *lemeshow*. Data retrieval using questionnaire with distribution via Google Form. Data analysis techniques using test equipment in the form of IBM SPSS (*Statistical Package for the Social Sciences*) *Software* Version 25. Research results This show that *Brand image* influential to Decisions at Janji Jiwa Coffee Shop on Generation Z in the city Madiun. Variations product influential to Decisions at Janji Jiwa Coffee Shop on Generation Z in the city Madiun. *Lifestyle* is not influential to Decisions at Janji Jiwa Coffee Shop on Generation Z in the city Madiun . Prices are not influential to Decisions at Janji Jiwa Coffee Shop on Generation Z in Madiun City.

Keywords : *Brand Image* , Variation Products , *Lifestyle* , Prices and Purchasing Decisions

Abstract

This study aims to empirically prove the influence of Brand Image, Product Variety, Lifestyle, and Price on Purchasing Decisions at Janji Jiwa Coffee Shop among Generation Z in Madiun City. This study is a quantitative study with a sample of 384 respondents. The sampling method used a Lemeshow sample. Data collection used a questionnaire distributed via Google Forms. The data analysis technique used IBM SPSS (Statistical Package for the Social Sciences) Version 25 software as a test tool. The results of this study indicate that Brand Image influences purchasing decisions at Janji Jiwa Coffee Shop among Generation Z in Madiun City. Product variety

influences consumer decisions at Janji Jiwa Coffee Shop among Generation Z in Madiun City. Lifestyle does not influence consumer decisions at Janji Jiwa Coffee Shop among Generation Z in Madiun City. Price does not influence consumer decisions at Janji Jiwa Coffee Shop among Generation Z in Madiun City.

Keywords : *Brand Image, Product Variety, Lifestyle, Price, and Purchasing Decisions*

A. INTRODUCTION

Indonesian economy is driven by increasing amount consumption and one of growing industry fast, many company try interesting attention consumer with increase quality products and services, as well as apply various innovative strategies For still survive and expand market share in the middle dynamic market changes. This demand every entrepreneurs to continue survive and thrive For compete with entrepreneurs others . Competition This occurs in various type business, one of them is business culinary. At the time This happening coffee shops in several places areas in Indonesia and many in demand by entrepreneurs from various type circles (Sumiyati & Rohman, 2022). Current coffee trends trigger improvement domestic coffee consumption.

Development the coffee industry in Indonesia is experience improvement rapidly. This is can seen from the number of cafes in Indonesia, especially in cities big, drinking coffee at already become style life for some people because of it the more lots of people are taking it out the money only For enjoy coffee repetitive or routinely every the day, or matter matter deep small theory his called with the latte factor (David Bach, 2019). The more many people put out the money For drinking coffee is supported by growth data Indonesian coffee drinkers and the latest data Independent toffin research found growth coffee *shops* in Indonesia in 2023 totaled 3,950 coffee *shops*, with estimation Still Lots coffee shop that has not recorded due to census related only focus on several outlet with network in the city city big as well as No covers traditional independent coffee *shop* both modern and numbers This will Keep going increase along with increase amount coffee drinkers recorded by the International Coffee Organization (ICO)

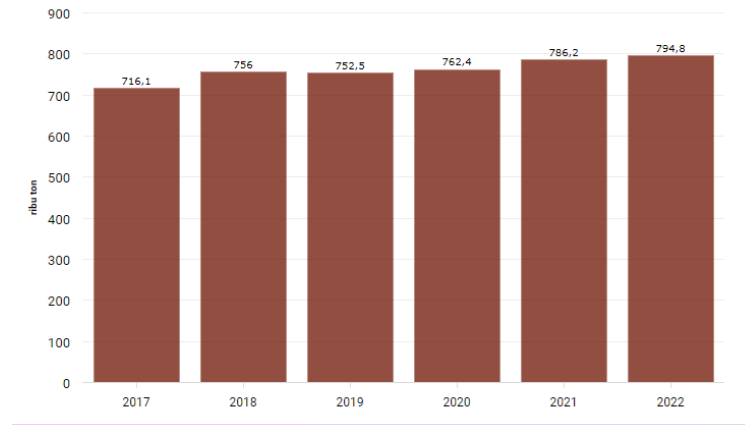


Figure 1 Coffee Consumption in Indonesia (2023)

Source : International Coffee Organization (ICO) 2023 data

Data from the International Coffee Organization (ICO) notes that trend domestic coffee consumption in Indonesia continues increase for five years last report Indonesian Statistics 2023 from the Central Statistics Agency (BPS), Indonesia's coffee production reached 794.8 thousand tons in 2022, an increase around 1.1% compared to year previously (year-on-year/ yoy). The national coffee production volume is also consistent increase each year since 2020, such as seen in the graph. In 2022 South Sumatra will become province the largest coffee producer, namely 212.4 thousand tons or 26.72% of the total national coffee production. Furthermore, there is Lampung with Coffee production reached 124.5 thousand tons, North Sumatra 87 thousand tons, and Aceh 75.3 thousand tons. The Bangka Belitung Islands, Gorontalo, and West Papua became province with the least coffee production, namely only 0.1 ton or 100 kilograms (kg). In the city Madiun alone *Coffee shop* Kopi Janji Jiwa is quite good famous among people in the city Madiun. This is because of enough coffee relatively affordable For circles Generation Z today This Lots Generation Z is not interested in Janji Jiwa Coffee lost enthusiasts compared to another coffee shop. As for the number comparison turnover *Coffee shop* Kopi Janji Jiwa with other coffee shops in the city Madiun:

Table 1 Comparative Data Turnover Coffee Shop in Madiun City

Coffee Shop Name	Month	Amount Visitors
<i>Coffee shop Promise of the Soul</i> (2 outlets)	January 2024	5,876
	February 2024	6.145
	March 2024	4,682
	April 2024	7,902
	May 2024	6,683
	June 2024	5,483
	July 2024	6,012
	August 2024	8,020
	September 2024	6,744

Source : Observation Results Research (2024)

Based on table 1, then can known amount visitors at the Kopi Janji Jiwa *coffee shop* in the city Madiun in 2024 experienced No stable and tending decrease. Decrease amount This not escape with something decision purchase. of course always influenced by several factor For decide purchases to spend their money For goods or services. In addition other factors can also influence decision purchase. Buying decision is one of the key success something company, because company can compete with competitors other with method satisfy consumers in accordance with hope or desire they.

Brand Image or image good brand can produce mark emotional from consumers, therefore That company important For increase image the brand (Safitri & Basiya, 2022). Brand image is very influential for consumer as well as give impact positive, with matter That There is a number of benefit from image brand that is profitable for company, as objective For create a marketing strategy, can become material evaluation quality company, to become benchmark For make innovation sales and become one of the company's capital in maintain self in condition possible crisis happened. This is supported with data from the Top Brand Index (TBI) that *Coffee shop* Kopi Janji Jiwa includes *coffee shop* coffee with brands that get award Because Lots in demand by consumers.



Figure 2 coffee drink brands
Source : topbrandindex.com, 2024

Based on data from the Top Brand Index above so researchers choose Janji Jiwa Coffee because own sufficient percentage high in every year . In 2024, Kopi Janji Jiwa has an index of worth 44.80%. In addition *Coffee shop* Kopi Janji Jiwa includes *coffee shop with* enough coffee famous among community. *Coffee shop* Kopi Janji Jiwa also received award MURI record because capable established 700 outlets in 50 regions in Indonesia (Nurullah, 2021). At the Kopi Janji Jiwa *coffee shop, personality* capable give impression alone for consumers who cause consumer can easily remember Promise of the Soul as *coffee shop* coffee of choice.

In terms of image users, consumers *coffee shop* Promise of the Soul of Madiun City, those who consume product Promise of the Soul is not only just want to feel the products offered, but Already become style life those who are used to it For use up time and enjoy products offered in *coffee shops* The Promise of the Soul of Madiun City. According to Faroh (2019), variations product is a process for create A diverse products Good from size, price and its appearance, along with with change needs and wants increasingly consumers tall so company need develop variation product in a way continuous. Variation product *coffee shop* kopi janji soul can seen from diverse choice variation in the form of price, size, and appearance For offered. Types of products offered consists of from as following:



Figure 3 Variation Coffee shop products Kopi Janji Jiwa, Madiun City

Source : Instagram @ kopikerjajiwa.madlawuplaza

In the picture on show that *Coffee shop* Kopi Janji Jiwa has a variety of flavors, starting from from Coffee Milk, *Americano*, *Dirty Matcha*, *Vanilla Latte* and so on with affordable prices For circles Generation Z. Janji Jiwa Coffee also provides choice drink cold and hot. Quality products with an affordable price will own Lots enthusiasts who make *Coffee shop* Kopi Janji Jiwa for enjoy coffee even become place gather for generation z today this. Apart from aspect *brand image* and variety products, *lifestyle* also influences decision generation z for do decision purchasing. *Lifestyle* or style life Generation Z is coming to *coffee shop* coffee usually with doconsideration from various aspects, including based on price and brand from the coffee offered. *Coffee shop* coffee at the moment This easy very For accessible, even in remote areas border cities can too found *coffee shop* coffee.

Janji Jiwa Coffee has do cooperation with Grab/Gojek, with collaborate with Gojek/ Grab partners make it easier manufacturer in sales, such as give discounts that make consumer easy in do purchase as well as interesting Because existence discount in purchase, with give Lots discount every month, can make things easier purchase with intensity buyer enthusiastic. In historical, price become factor important things that influence choice purchase. This can be seen in the picture under This



Figure 4 Implementation Price Discounts at Kopi Janji Jiwa Coffee Shop in Madiun City

Source : Instagram @ kopikerjajiwa.madlawuplaza

With implementation of discount strategy said , consumers especially generation z city Madiun will interested with existence The discounts offered by Kopi Janji Jiwa. The promotions carried out by Kopi Janji Jiwa are quite active in matter promotion on social media like Instagram. Via @ kopiJanjiwiwa.madlawuplaza always updated and provide information about products marketed through social media This is the generation z in the city Madiun get detailed information related to product from Janji Jiwa Coffee

Coffee shop Kopi Janji Jiwa was founded in various areas in Indonesia and in Madiun Alone namely (Plaza Lawu and SunCity) in each area own One *coffee shop* coffee. This is can seen on each Instagram account on each coffee *shop* in Madiun. Therefore matter This lah *Coffee shop* Kopi Janji Jiwa includes *coffee shop* that is famous among coffee circles public because in every area own One *Coffee shop* Janji Jiwa Coffee. Kopi Janji Jiwa is one of the coffee brands that has branches in the area Madiun which needs the right marketing strategy For get profit in term long. This is must supported with pattern system dynamic management.

Janji Jiwa Coffee located in Plaza Lawu and SunCity This face challenge in field image brands that have considered Good But consumer still assessing the taste not enough related current *lifestyle* This or trend now and even question the price of Janji Jiwa Coffee is still is quite expensive compared to with other coffees that are around surroundings Madiun and questions variation

products that are classified as Still No many. The height competition with other Coffees encouraging Janji Jiwa Coffee to know factor What only that affects decision purchase.

From the findings a number of research presented on show various results research about influence image brand, variety products, *lifestyle* and prices is topic as well as interesting issue For researched , although study previously Not yet find consistent results so from description on researchers interested For do study with Title: "**THE EFFECT OF *BRAND IMAGE*, *PRODUCT VARIATION*, *LIFESTYLE* AND *PRICE* ON *PURCHASING DECISIONS* AT THE KOPI JANJI JIWA *COFFEE SHOP* AMONG GENERATION Z IN MADIUN CITY "**

B. METHOD

Study This carried out on consumers in decision Purchases at the Kopi Janji Jiwa Coffee Shop Among Generation Z in Madiun City. The data used in this study are primary data. Primary data itself is data requested from respondents in the form of answers to a questionnaire with several variables *Brand Image* (X1), *Product Variation* (X2), *Lifestyle* (X3) and *Price* (X4), as well as *Purchase Decision* (Y). The data obtained is then *scored* so that it becomes research data to be processed. The technique used for decision making Purchases at the Kopi Janji Jiwa Coffee Shop among Generation Z in Madiun City. The population used in this study were consumers decision Purchases at the Janji Jiwa Coffee Shop among Generation Z in Madiun City. Samples in study This can formulated with take sample as many as 384 consumers Purchases at the Janji Jiwa Coffee Shop for Generation Z in Madiun City.

C. RESULTS AND DISCUSSION

Population used in study This is consumer Coffee shop Promise of the Soul Madiun City. Research This done use technique taking sample with method *purposive sampling* in determination the sample. Based on from results the calculation in distribution questionnaire to consumer Coffee shop The Promise of the Soul of Madiun City as many as 384 respondents. Characteristics in data collection in research This covering from type gender, level age, employment level, and income.

Regarding the results from amount the is respondents who filled out road questionnaire in purchase culinary in the Madiun area from interest to Coffee shop The Promise of the Soul of Madiun City, with matter This is data from category characteristics respondents as following :

Table 2 Gender Characteristics

Age	Amount Respondents (People)	Percentage (%)
Man	149	39%
Woman	235	61%
Total	384	100%

Source : Research Data 2025

Based on Table 2 it can be known that respondents differentiated into two categories that is men and women. From the data obtained from 384 respondents, the composition respondents 149 men or 39% and the remainder 235 men or 61 % of the types sex Woman like shown in Table 1. The results shown in Table 1 are the number of respondents most is women, this is can concluded that majority more Lots Like use up time For relax even eating at the Janji Jiwa Caffé Shop in Madiun City. On the other hand, women tend Like gathering at the coffee shop compared to with man .

Table 3 Characteristics Based on Age

Age	Amount Respondents	Presentation
17 – 22 Years	203	53%
22 – 29 Years	157	40%
29 – 35 Years	18	5%
> 35 Years	6	2%
Total	384	100%

Source : Research Data 2025

Based on table 3 it can be known that respondents differentiated into 4 (four) categories age namely 17 – 22 years, 22 – 29 years , 29 – 35 years and > 35 years. From the data obtained from 384 respondents , the composition respondents based on age namely 203 people or around 53% are aged under 17 – 22 years old, 157 people or around 40% are aged 22 – 29 years, 18 people or about 5% are aged 29 – 35 years and 6 people or about 2% aged over 35 years. The results shown in Table 3 are the number of respondents at the Janji Jiwa Caffé Shop, Madiun City dominated by age 17 – 22 years old Because age the is age teenagers, who are age Where someone

Like gather and spend time together his friends in modern places for example coffee, on the other side of the Janji Jiwa Caffè Shop, Madiun City target consumer teenagers who always enjoy time his youth with socialize in a modern place. Study this is also a research that focuses on generations whose average age is Still teenager around age 17 – 22 years old .

Table 4 Characteristics Based on Work

Job	Amount Respondents (People)	Percentage (%)
Students	261	68%
Government employees	16	4%
Employee Private	43	11%
Self-employed	39	10%
Laborer	21	6%
Doesn't work	4	1%
Total	384	100%

Source : Research Data 2025

Based on Table 4 it can be known that respondents differentiated into 6 (six) categories that is Students, Civil Servants, Employees Private, Self-Employed, Laborers and Unemployed. From the data obtained from 384 respondents, the composition respondents based on work namely 261 people or about 68% of the species work Students, 16 people or by 4% of the type work civil servants, 43 people or 11% of types work private, 39 people or 10% types work self-employed, 21 people or 6% of the type work laborers and 4 people or 1% of the type work No work. The results shown in table 4.3 are the total respondents to consumers of Caffè Shop Janji Jiwa, Madiun City dominated by students whose average age is Still among interested teenagers will luxurious place and atmosphere contemporary. On the side other than that, generation z now This majority many still Students / College Students.

Table 5 Characteristics Based on Income

Income	Amount Respondents (People)	Percentage (%)
< Rp. 500,000	219	57%
Rp. 500,000 – Rp. 1,500,000	38	10%
Rp. 1,500,000 – Rp. 2,500,000	92	24%
> Rp. 2,500,000	35	9%
Total	384	100%

Source : Research Data 2025

Based on Table 5 it can be known that respondents differentiated into 4 (four) categories namely < Rp. 500,000, Rp. 500,000 – Rp. 1,500,000, Rp. 1,500,000 – Rp. 2,500,000, and Rp. > Rp. 2,500,000. From the data obtained from 384 respondents , the composition respondents based on income namely 219 people or around 57% with income < Rp.500,000, 38 people or by 10% with income of Rp. 500,000 – Rp. 1,500,000, 92 people or 24% with income of Rp. 1,500,000 – Rp. 2,500,000 and 35 people or 9% with income > Rp. 2,500,000. The results shown in table 4.5 are the total respondents to consumers of Caffe Shop Janji Jiwa, Madiun City dominated by income < Rp. 500,000. This due to prices offered by Caffe Shop Janji Jiwa, Madiun City own relative price cheap matter this is what becomes interest alone for consumers and can enjoyed by all circles public.

Normality Test

Normality test aim For test whether every variables study have normal distribution or no . Normality test in research This use sig value . *Kolmogorov-Smirnov Test*.

Table 6 Normality Test Results

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		384
Normal Parameters ^{a,b}	Mean	.0000000
	Standard Deviation	3.44398316
Most Extreme Differences	Absolute	.066
	Positive	.066
	Negative	-.061
Test Statistics		.066
Asymp . Sig. (2-tailed)		.358 ^c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Source : SPSS Output (Processed)

Based on the table above can known results testing normality with see mark *Kolmogorov-Smirnov Test* use *Monte Carlo Sig* of $0.358 > 0.05$, so can concluded that the data in the research This can distributed normally.

Partial Test (T-Test)

Testing Partial done For test influence variables free to variables bound . Results of partial test analysis in study This is as following :

Table 7T-Test Results

Coefficients ^a			
Model		T	Sig.
1	(Constant)	4,060	.000
	<i>Brand Image</i> (X1)	21,892	.000
	Variation Product (X2)	8,302	.000
	<i>Lifestyle</i> (X3)	-.543	.587
	Price (X4)	.579	.563

a. Dependent Variable 1 : Buying decision (Y)

Source : SPSS Output (Processed)

t-test criteria are H_0 accepted if : $t_{count} > t_{table}$ and H_0 is rejected if : $t_{count} \geq t_{table}$. Critical value with a level of significance $t = 5\%$. For get t_{table} using a two- sided test (with *level of significance* (α) = 0.05 (5%) and *degrees of freedom* = $n - k = 385 - = 381$, with mark t_{table} is of 1.966). Regarding the comparison the pointing that variables *brand image* and variety product influential significant to decision purchase, but on *live style* and price variables No influential to decision purchases at the Janji Jiwa Coffee Shop among Generation Z in Madiun City.

Determination Test

Coefficient determination (R^2) measures how much Far model capabilities in explain variables dependent.

Table 8 Results of Determination Test

Model Summary				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.884 ^a	.781	.779	2,587
a. Predictors: (Constant), <i>Brand Image</i> , <i>Variety Products</i> , <i>Life Style</i> , <i>Prices and Purchasing Decisions</i>				

Source : SPSS Output (Processed)

Coefficient determination used For count size influence or contribution variables free to variables bound. From the analysis in the table on obtained Adjusted R² results (coefficient determination) of 0.779 means that 77.9% of the variables decision purchase will influenced by variables freedom that is *brand image* (X₁), variation product (X₂), *lifestyle* (X₃), price (X₄) and the remaining 22.1% variables decision purchase will influenced by other variables that are not discussed in study this.

D. CONCLUSION

Based on results from data analysis regarding influence *brand image*, variation products, *lifestyle* and prices to decision purchase at the coffee shop promise soul of generation z in the city Madiun, can taken conclusion that *Brand image* influential to Decisions at the Janji Jiwa Coffee Shop on Generation Z in Madiun City, Variations product influential to Decisions at Janji Jiwa Coffee Shop on Generation Z in Madiun City, *Lifestyle* not influential to Decisions at Janji Jiwa Coffee Shop on Generation Z in Madiun City, and Prices are not influential to Decisions at Janji Jiwa Coffee Shop on Generation Z in Madiun City.

E. SUGGESTION

Suggestions for researchers furthermore recommended to Janji Jiwa Coffee Shop in Madiun City recommended to party manager more increase various type shape variants form Good quality, price, and product For increased so that consumers can enjoy or do purchase with various type form different specifications in accordance with desire those who are sought.

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