



The Influence of Lifestyle, Café Atmosphere, and Price Perception on Consumer Purchase Intention at “Kedai Kopi Dari Hati” in Gianyar District

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Abstract

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This study aims to examine the influence of lifestyle, café atmosphere, and price perception on consumer purchase intention at *Kedai Kopi Dari Hati* in Gianyar District. The research is driven by the rapid growth of the coffee shop industry in Indonesia, which has transformed coffee drinking from a habitual activity into a social lifestyle phenomenon. A quantitative approach was employed, involving 96 respondents selected through purposive sampling. Data were analyzed using multiple linear regression to assess both simultaneous and partial effects. The results revealed that lifestyle, café atmosphere, and price perception have positive and significant impacts on consumer purchase intention. This indicates that a well-designed café environment, lifestyle congruence, and appropriate pricing strategy are key determinants of purchase behavior. The findings highlight the importance of aligning product and experience attributes with consumer values to sustain competitiveness in the café industry..

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INTRODUCTION

In recent years, the café industry in Indonesia has transformed from a traditional consumption habit into a lifestyle-centered social phenomenon. Cafés are no longer perceived merely as beverage outlets but as experiential spaces that reflect consumers’ personalities, social belonging, and aesthetic preferences. This shift has intensified competition, especially in urban and semi-urban regions such as Gianyar, Bali, where café culture is strongly influenced by tourism, youth creativity, and digital socialization.

Kedai Kopi Dari Hati is one of the emerging local coffee shops attempting to capture this lifestyle-driven market. However, preliminary observations indicate that consumer purchase intention remains suboptimal. Many visitors display low engagement levels, limited brand attachment, and a tendency to switch to competitors offering similar ambiance and pricing. These challenges suggest that understanding the psychological and experiential determinants of consumer behavior is crucial for sustaining business growth.

Previous studies have shown that lifestyle, café atmosphere, and price perception are key factors influencing purchase intention (MA Yusuf et al., 2022; Sandala et al., 2021; Mistianasari et al., 2021). Yet, research findings remain inconsistent. For instance, (Pradevi, 2024) found that lifestyle does not significantly influence purchase intention in some contexts, while other studies highlight the dominant role of environmental factors such as store atmosphere or service quality. Moreover, most prior research was conducted in metropolitan or chain cafés, leaving a gap in understanding how these variables operate in local, small-scale cafés like those in Gianyar District.

Given these conditions, it is important to analyze how lifestyle compatibility, café atmosphere, and price perception collectively shape consumer purchase intention in local coffee businesses. Addressing this gap can provide both theoretical contributions to consumer behavior literature and practical insights for local café management.

Based on the background above, the research problems can be formulated as follows:

1. How does lifestyle influence consumer purchase intention at *Kedai Kopi Dari Hati* in Gianyar District?
2. How does café atmosphere influence consumer purchase intention at *Kedai Kopi Dari Hati* in Gianyar District?
3. How does price perception influence consumer purchase intention at *Kedai Kopi Dari Hati* in Gianyar District?
4. Do lifestyle, café atmosphere, and price perception simultaneously influence consumer purchase intention at *Kedai Kopi Dari Hati* in Gianyar District?

LITERATURE REVIEW

Lifestyle represents an integrated pattern of how individuals live, allocate their time and resources, and express their social identity and personal values. According to (Muhajirin, 2018), lifestyle is typically reflected through three dimensions: activities, interests, and opinions (AIO). Consumers' lifestyles influence product choices that align with their identities and desired social status. In the café industry, lifestyle often shapes preferences for places that reflect creativity, aesthetics, and social connectivity. Research by (MA Yusuf et al., 2022) and (Wijaksono et al., 2022) demonstrates that lifestyle significantly affects consumer purchasing behavior in coffee shops, as consumers increasingly seek experiences that resonate with their self-concept.

However, some studies such as (Pradevi, 2024), found that lifestyle does not always have a strong influence on purchase intention, suggesting that situational factors—such as product uniqueness, local culture, or social influence—may moderate this relationship. This inconsistency highlights the need to examine lifestyle effects within specific contexts, such as local coffee shops in Bali, where café culture is deeply intertwined with both tourism and local social life.

The café atmosphere, often conceptualized as part of the broader *store atmosphere*, refers to the total design of a physical environment intended to produce specific emotional effects in buyers that enhance purchase probability (Gilbert A & Churchill, 2005). It includes visual (interior design, layout, lighting), auditory (music), olfactory (scent), and tactile (seating comfort, cleanliness) stimuli that shape consumer perception and mood.

A well-crafted atmosphere can create emotional attachment, enhance the overall experience, and increase consumer satisfaction and loyalty (Namira E et al., 2023). Prior studies (Sandala et al., 2021) and (Wijayanti et al., 2023) confirm that atmosphere is a dominant factor in attracting repeat visits and forming positive brand impressions. Conversely, a poorly managed environment may generate discomfort, thereby reducing intention to repurchase or recommend the place to others.

From a theoretical standpoint, the Stimulus–Organism–Response (S-O-R) model provides a useful framework for understanding the café atmosphere's impact. In this model, environmental stimuli (S) such as lighting, scent, and music influence the internal state of the consumer (O), including emotions and cognition, which in turn generate behavioral responses (R) such as purchase intention. Applying this framework helps explain how sensory experiences within cafés like *Kedai Kopi Dari Hati* can trigger positive emotional and cognitive evaluations that drive consumer behavior.

Price perception refers to how consumers interpret the fairness, value, and affordability of a product relative to its perceived quality (Peter & J Olson, 2005). Consumers develop internal reference prices and judge fairness based on these standards. (Mistianasari et al., 2021) found that a fair price perception positively influences purchase intention, particularly when consumers believe that the product's quality justifies its cost. Similarly, (Wijayanti et al., 2023) confirmed that affordable and transparent pricing strengthens customer trust and retention in local culinary settings. Nevertheless, (Pradevi, 2024) reported that price perception alone may not be a strong determinant of purchase intention when brand image or promotional factors dominate consumer consideration. These differing results indicate that price perception interacts with psychological and contextual factors, reinforcing the need for integrated analysis across multiple determinants.

In addition to these individual constructs, behavioral theories such as the Theory of Planned Behavior (TPB) can enrich the conceptual understanding of purchase intention. TPB posits that intention to perform a behavior—such as purchasing—is shaped by three key elements: attitude toward the behavior, subjective norms, and perceived behavioral control. Lifestyle, café atmosphere, and price perception can each influence these components. For example, lifestyle shapes attitudes by aligning products with personal identity; café atmosphere affects emotional attitudes and perceived enjoyment; and price perception influences perceived control and fairness in the purchasing decision. Integrating TPB provides a psychological foundation explaining how environmental and individual factors jointly determine consumers' purchase intentions in the café industry.

Empirical evidence on the relationships among these variables remains mixed across contexts. While several studies (Sandala et al., 2021; Wijayanti et al., 2023; MA Yusuf et al., 2022) consistently report positive effects of lifestyle, atmosphere, and price perception on purchase intention, others suggest variations due to demographics, brand reputation, or cultural nuances (Pradevi, 2024). These inconsistencies justify examining the phenomenon within local café settings in Gianyar, Bali, where unique cultural aesthetics and consumer behaviors may influence purchase dynamics differently from urban or international contexts.

Based on the theoretical and empirical foundations discussed above, the following hypotheses are proposed:

- H1: Lifestyle, café atmosphere, and price perception simultaneously influence consumer purchase intention.
- H2: Lifestyle positively and significantly influences consumer purchase intention.

- H3: Café atmosphere positively and significantly influences consumer purchase intention.
- H4: Price perception positively and significantly influences consumer purchase intention.

RESEARCH METHODS

This study employed a quantitative research design aimed at testing the causal relationship between lifestyle, café atmosphere, price perception, and purchase intention. The approach was chosen because it enables systematic measurement of relationships among variables and allows statistical testing of hypotheses developed from the conceptual framework.

Research Location and Population

The research was conducted at *Kedai Kopi Dari Hati*, located on Jl. Raya Semebaung, Desa Bedulu, Gianyar, Bali. The café was selected as a representative of small-scale local coffee businesses that face intense competition in the lifestyle-driven café market. The population consists of consumers who have visited or made purchases at *Kedai Kopi Dari Hati*. Because the total population size is unknown, the study used a non-probability sampling approach.

Sampling Technique

A purposive sampling method was employed to select respondents who met specific criteria—namely, individuals aged 17 years or older who had experience visiting cafés and were familiar with *Kedai Kopi Dari Hati*. A total of 96 valid responses were obtained. This sampling technique was chosen because it ensures data relevance by targeting respondents with sufficient knowledge of café experiences. However, purposive sampling may introduce selection bias, as participants might not fully represent the broader consumer population in Gianyar. To mitigate this limitation, respondents were drawn from diverse age groups, occupations, and visit frequencies to enhance variability and representativeness within the local context.

Data Collection and Instrument

Data were collected using a structured questionnaire distributed both in-person and online. All measurement items were rated on a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The questionnaire was developed based on prior validated instruments and adapted to fit the café industry context. The indicators used were as follows:

- Lifestyle: activities, interests, and opinions (Kamaluddin & Muhajirin, 2018).
- Café atmosphere: interior design, lighting, music, layout, and cleanliness (Berman, 2004).
- Price perception: fairness, affordability, and value-for-money ratio (Peter & Olson, 2005).
- Purchase intention: willingness to buy, preference, and likelihood of recommendation adapted from (Sandala et al., 2021).

Data Validity and Reliability

Instrument reliability was tested using Cronbach's Alpha, with acceptable values above 0.70 indicating internal consistency. Validity was assessed using item-total

correlation, ensuring that all correlation coefficients exceeded 0.30. Both tests confirmed that the research instrument was reliable and valid for measuring the constructs.

Data Analysis Technique

Prior to hypothesis testing, classical assumption tests—including normality, multicollinearity, and heteroskedasticity—were conducted to ensure model accuracy. Data were then analyzed using multiple linear regression analysis with the following model:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 +$$

Where:

- Y = Purchase Intention
- X_1 = Lifestyle
- X_2 = Café Atmosphere
- X_3 = Price Perception
- α = Constant
- $\beta_1, \beta_2, \beta_3$ = Regression Coefficients
- ε = Error Term

All statistical analyses were conducted using SPSS software, and the significance level was set at $\alpha = 0.05$.

RESULT

Contains The empirical analysis was performed using multiple linear regression to determine both the simultaneous and partial effects of lifestyle, café atmosphere, and price perception on purchase intention among consumers of *Kedai Kopi Dari Hati*.

Table 1. Result

Variable	Validity		Reliability	
	Correlation coefficient	Description	Cronbach's Alpha	Description
<i>Lifestyle</i>	>0,30	Valid	0,870	<i>Reliabel</i>
The atmosphere of the café	>0,30	Valid	0,905	<i>Reliabel</i>
Price perception	>0,30	Valid	0,909	<i>Reliabel</i>
Consumer demand	>0,30	Valid	0,844	<i>Reliabel</i>

Source: processed data, 2025

Based on the results of the reliability test, all constructs had Cronbach's Alpha values above 0.80 (lifestyle = 0.870; café atmosphere = 0.905; price perception = 0.909; purchase intention = 0.844). This indicates that the items were internally consistent. The validity test also showed that all correlation coefficients exceeded the threshold value of 0.30, confirming that all indicators were valid and capable of measuring the variables precisely.

Results of the normality test using Kolmogorov–Smirnov produced an Asymp. Sig (2-tailed) value of 0.200 (>0.05), indicating normally distributed data. Multicollinearity diagnostics revealed tolerance values greater than 0.10 and VIF values below 10 ($X_1 = 1.010$, $X_2 = 1.222$, $X_3 = 1.225$), confirming the absence of multicollinearity. The heteroskedasticity test indicated that all significance values were above 0.05, suggesting homoscedastic residuals and thus fulfilling regression assumptions.

Table 3. Result

Model	Sig.
X1	0,666
X2	0,152
X3	0,461

Source: processed data, 2025

Table 3 shows that there are no symptoms of multicollinearity in the regression model. The results of the heteroscedasticity test are as follows:

Table 4. Result

Model	Sig.
X1	0,666
X2	0,152
X3	0,461

Source: processed data, 2025

Based on Table 4, it can be concluded that there are no symptoms of heteroscedasticity in the regression model.

Table 5. Result

Model	Unstandardized Coefficients	
	B	Std. Error
1 (Constant)	3,333	1,054
X1	0,343	0,057
X2	0,386	0,054
X3	0,299	0,071

Source: processed data, 2025

Based on the analysis results, the multiple linear regression equation is: $Y = 3.333 + 0.343 (X_1) + 0.386 (X_2) + 0.299 (X_3)$. The resulting equation provides the following information:

- The value of $a = 3.333$ means that if there is no attention to lifestyle, cafe atmosphere, or price perception, consumer purchase interest will average 3.333.
- The value of $b_1 = 0.343$ means that if lifestyle increases by one unit, consumer purchase interest will increase by an average of 0.343.
- The value of $b_2 = 0.386$ means that if cafe atmosphere increases by one unit, consumer purchase interest will increase by an average of 0.386.
- The value of $b_3 = 0.299$ means that if price perception increases by one unit, consumer purchase interest will increase by an average of 0.299.

Table 6. Result

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,790	0,624	0,612	1,60285

Source: processed data, 2025

Based on Table 6 above, it shows that the contribution of lifestyle, cafe atmosphere and price perception to consumer purchasing interest at the Dari Hati Coffee Shop in Gianyar District is 61.2%, while the remaining 38.8% is influenced by other factors not discussed in this study.

Table 7. Result

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	392,629	3	130,876	50,942	0,000
Residual	236,361	92	2,569		
Total	628,990	95			

Source: processed data, 2025

Based on the analysis results, the F-count value = $50.942 > F\text{-table} = 2.70$, so H_0 is rejected and H_a is accepted. This means that there is a significant simultaneous influence between lifestyle, cafe atmosphere, and price perception on consumer purchasing interest at Kedai Kopi Dari Hati in Gianyar District.

Table 8. Result

Model	t	Sig.
1 (Constant)	3,163	0,002
X1	6,032	0,000
X2	7,207	0,000
X3	4,209	0,000

Source: processed data, 2025

The analysis results show that:

- The calculated t_1 value = $6.032 > t\text{-table} = 1.66159$. Therefore, H_0 is rejected and H_a is accepted. This means there is a significant partial effect between lifestyle and consumer purchasing intention at Kedai Kopi Dari Hati in Gianyar District.
- The calculated t_2 value = $7.207 > t\text{-table} = 1.66159$. Therefore, H_0 is rejected and H_a is accepted. This means there is a significant partial effect between cafe atmosphere and consumer purchasing intention at Kedai Kopi Dari Hati in Gianyar District.
- The calculated t_3 value = $4.209 > t\text{-table} = 1.66159$. Therefore, H_0 is rejected and H_a is accepted. This means there is a significant partial effect between price perception and consumer purchasing intention at Kedai Kopi Dari Hati in Gianyar District.

Discussion

The results of this study confirm that lifestyle, café atmosphere, and price perception are key determinants of consumer purchase intention in the context of local coffee culture.

A positive lifestyle alignment significantly encourages consumer preference for cafés that match their self-image and social identity. This finding supports the research

of (MA Yusuf et al., 2022) and (Wijaksono et al., 2022), who found that lifestyle acts as an intrinsic motivation that drives consumption behavior. In *Kedai Kopi Dari Hati*, consumers with an urban and creative lifestyle prefer spaces that reflect aesthetic and social appeal, making lifestyle a strategic factor in market positioning. The café atmosphere was found to have the most substantial influence among the variables tested. A pleasant ambiance—created through harmonious lighting, seating comfort, aroma, and music—stimulates positive emotional responses and strengthens brand attachment. These results corroborate the studies of (Sandala et al., 2021) and (Namira E et al., 2023), emphasizing that the experiential value derived from store atmosphere can transform casual visitors into loyal customers.

Furthermore, price perception significantly affects purchase intention, consistent with (Mistianasari et al., 2021). When consumers perceive prices as fair, transparent, and proportional to quality, they are more likely to form favorable attitudes and repeat purchase intentions. At *Kedai Kopi Dari Hati*, consumers tend to evaluate not only the nominal price but also the perceived value in terms of service quality and product presentation. Overall, the results illustrate that successful café businesses rely on the interplay between emotional experience and perceived value. The implication is that marketing strategies should integrate lifestyle-based segmentation, atmosphere design, and competitive pricing policies.

For example, cafés can enhance aesthetic interior elements and provide personalized customer experiences to strengthen emotional engagement and purchase motivation. From a managerial perspective, this study suggests that operators of small and medium-sized coffee businesses should invest in atmosphere improvement and service training to align with evolving consumer expectations. From a theoretical standpoint, this study extends consumer behavior literature by highlighting the combined impact of psychological and environmental variables in forming purchase intentions within a lifestyle-driven market segment.

CONCLUSION

This study concludes that lifestyle, café atmosphere, and price perception simultaneously and partially have a positive and significant influence on consumer purchase intention at *Kedai Kopi Dari Hati* in Gianyar District. Consumers tend to make purchasing decisions when the café's environment reflects their lifestyle, when the atmosphere provides emotional comfort and social value, and when the price is perceived as fair in relation to quality and experience. The findings suggest that consumer behavior in the café industry is shaped by both psychological and experiential dimensions, demonstrating that rational evaluation of price interacts with emotional and lifestyle-driven motivations.

From a managerial perspective, the results of this study indicate that café businesses must focus on integrating lifestyle-oriented branding, atmospheric design, and transparent pricing strategies to attract and retain customers. Creating an environment that resonates with consumers' self-expression and social identity can enhance satisfaction, loyalty, and word-of-mouth promotion. The findings also offer valuable guidance for small and medium-sized cafés seeking to compete with larger chains by leveraging personal connection and local authenticity as key value propositions.

From a theoretical standpoint, this research contributes to consumer behavior literature by confirming the relevance of lifestyle, experiential stimuli, and price

perception as interrelated determinants of purchase intention. The results align with the Theory of Planned Behavior and the Stimulus–Organism–Response model, illustrating that consumers' purchase intentions arise from a combination of attitudinal, emotional, and environmental influences. The study reinforces the idea that behavioral intention is not only a result of internal attitudes but also a response to external experiential cues that shape perception and satisfaction.

Despite its strengths, this study is limited by its small sample size and narrow geographical scope, focusing solely on one café in Gianyar District. These factors limit the generalizability of the results to broader consumer populations. Therefore, future studies are recommended to involve larger samples, multiple research sites, and additional variables such as digital engagement, service quality, and brand image to capture a more comprehensive understanding of consumer purchase intentions in the café industry. Beyond the local context, the findings of this study also have broader implications for other lifestyle-based and experiential businesses, including restaurants, co-working spaces, and boutique retail outlets. Enterprises in other regions can apply similar approaches by aligning design and experience with consumer lifestyles while maintaining fairness and transparency in pricing to enhance engagement, trust, and loyalty across diverse markets.

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