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The Influence of Urban Lifestyle, Product Innovation, Price Perception, and Business Location on Consumers' Purchase Decisions at Modern Coffee Shops in Duri, with Brand Image as a Mediating Variable

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Abstract

This study examines the effects of Urban Lifestyle, Product Innovation, Price Perception, and Business Location on Purchase Decision at modern coffee shops in Duri, using the mediating variable of brand image. A numerical explanatory research design was utilized, including 250 consumers chosen by purposive sampling. Primary Information was gathered using an online survey and examined using SmartPLS 4.0 and Partial Least Squares Structural Equation Modeling (PLS-SEM). The results indicate that Urban Lifestyle, Cost Perception, and Business Location have favorable and important impacts on the image of a brand, whereas Innovative Products does not have a big impact. Urban Lifestyle, Product Innovation, & Brand Image have favorable and noteworthy direct effects on the decision to buy, while Price Perception and Business Location do not have significant direct effects. Regarding mediation, playing with brand image a major position as a mediator in the link between Business Location and Purchase Decision. However, its mediating effects on the relationships involving Urban Lifestyle, Product Innovation, and Price Perception are not statistically significant. The model clarifies 62.7% of the variation in Brand Image & 74.5% of the variance in Purchase Decision. These findings suggest that coffee shop managers should consider consumer lifestyles, develop products that meet consumer needs, and uphold a steady brand image. Although Business Location has little direct impact on Purchase Decision, its significant indirect effect through Image of the Image of the Brand highlights the relevance of brand image in understanding decisions made by customers about purchases in the context of modern coffee shops in Duri.

Keywords:
Urban Lifestyle; Product Innovation; Price Perception; Business Location; Purchase Decision; Brand Image.

1. INTRODUCTION

The growth of the meal and beverage industry in Indonesia has contributed to the development of coffee shops. Coffee consumption has increasingly become part of the urban middle-class lifestyle, while modern coffee shops provide spaces for social interaction and leisure activities (Purnomo et al., 2021). This development suggests that consumers' decisions when choosing a coffee shop may be influenced not only by the products offered but also by their needs, preferences, and lifestyles.

This phenomenon is relevant to the situation in Duri, Mandau Subdistrict, Bengkalis Regency. According to Bengkalis Regency in Figures 2025, the population of Mandau Subdistrict in 2024 reached 154,619 people, representing approximately 26.13% of the total population of Bengkalis Regency. This relatively large population provides potential market opportunities for trade and service activities, including food and beverage businesses such as modern coffee shops. The development of modern coffee shops in Duri can be seen from

the various concepts and facilities offered to consumers. Coffee shops are increasingly used not only for purchasing food and beverages but also for gathering, discussing, relaxing, working, studying, and spending time with family, friends, or coworkers. These conditions make Duri a relevant research setting for examining elements that affect consumers' decisions about purchases at modern coffee shops.

The increasing number of choices may create different considerations for consumers when making purchase decisions. Urban lifestyle can influence consumers' preferences for places that correspond to their activities and social environment. Product innovation can attract consumers through product variety, uniqueness, and modifications that respond to consumer needs. Price perception relates to consumers' assessment of whether the price is affordable, appropriate in relation to quality and benefits, competitive, and fair. Business location is also an important consideration because it relates to the accessibility and convenience of reaching a coffee shop. Therefore, these four factors are relevant to understanding consumers' purchase decisions at modern coffee shops in Duri.

In addition to these four factors, brand perception may additionally play a significant part in consumers' purchase decisions. A coffee shop's image can be shaped by its products, prices, concept, location, and experiences provided to consumers. A positive brand image can make a coffee shop more recognizable and distinguishable from its competitors. Therefore, brand image is positioned as a variable that mediates in in this investigation to look at whether urban lifestyle, product innovation, price perception, and business location can influence consumers' purchase decisions through brand image.

Previous studies have examined several factors related to purchase decisions in different contexts. Ardista & Wulandari (2020) found that price, location, and lifestyle significantly influenced purchase decisions at Kereey Coffee Shop in Jakarta. Widiyanti & Harti (2021) found that the "hangout" lifestyle significantly influenced purchase decisions at trendy coffee shops among millennials in Surabaya. (Fadhilah et al., 2024) found that lifestyle, location, and promotion influenced decisions about purchases at Sriwati A coffee shop in Kediri. Firdayani & Paludi (2022) discovered that cost and location had a favorable and important influence about purchasing choices at Rekayasa Kopi, whereas product quality didn't have an important influenceThese results show that lifestyle, price, and location can be relevant factors in explaining purchases made by customers in a coffee shop setting.

Research has also examined the relationships between the proposed variables and brand image. Nafiah & Isa (2024) found that lifestyle had a favorable and noteworthy impact on consumer choices and brand perception, while brand perception also had a favorable and substantial impact on purchasing decisions. Furthermore, brand perception mediated the connection between lifestyle and purchasing choices. Fajar and others (2024) found that product innovation has a favorable and substantial influenced decisions about purchases and brand perception, while brand perception also influenced decisions about purchases and mediated the impact of product innovation on buy decisions. Zohir & Lutfi (2024) similarly found that innovation in products influenced purchase decisions and brand perception, with brand perception bridging the connection between purchases and product innovation decisions.

Furthermore, Putra et al (2025) found that the perception of pricing had a favorable impact on the image of the brand and buy decisions and that picture of the brand mediated the effect Impact pricing perception on decisions to buy. Sairi et al. (2026) found that location had a favorable and noteworthy impact on consumer choices and brand perception, whereas the brand perception additionally had a favorable and substantial impact on purchases decisions. The study further found particular brand image in part mediated the effect of the location about purchase decisions. Although Sairi et al (2026) examined consumers in the property sector rather than the coffee shop sector, the results provide supporting evidence for Analyzing how Brand image serves as an intermediary. in the connection between business location and choices about purchases.

Although previous studies have examined lifestyle, product innovation, price perception, and business location in relation to purchase decisions, these factors have often been investigated in different combinations and research settings. Evidence examining Urban Lifestyle, Product Innovation, Price Perception, and Business Location simultaneously, with Brand Image as a mediating factor, remains limited within the framework of modern Coffee shops in Duri. Thus, this research tackles this research gap by looking at the direct effects of the four independent variables on Purchase Decision and Brand Image, as well as Brand Image's mediating function in the relationships between each independent variable and Purchase Decision.

Accordingly, this research attempts to investigate the effects of the urban lifestyle, innovation in products, price perception, and business position on consumers' decisions about purchases at modern coffee shops in Duri. It also investigates the relationships of these four variables with brand image, the connection between brand perception and purchase decision, and the mediating role of the brand image in these relationships. By addressing this research gap, the study is said to offer empirical insights about how customers behave in the modern context and usefulness of coffee shops information for coffee shop businesses in Duri.

The rest of this article is organized as follows: The research methodology is presented in the following section, including the methodology of the study, population and sample, gathering of data, and measurement instruments, and methods for data analysis. The empirical findings are shown in the section on findings and discussion along with a conversation of how they relate to the suggested hypotheses and previous studies. Lastly, the conclusion provides a summary of the main conclusions, ramifications, restrictions, and recommendations for additional study.

1.1. Urban Lifestyle

Urban lifestyle refers to the way individuals organize and express their daily lives through their activities, interests, and opinions within an urban environment. Lifestyle reflects how individuals spend their time, what matters to them, and how they express Their preferences through consumption activities. In the context of modern coffee shops, urban lifestyle can be reflected in consumers' habits of visiting coffee stores not just to buy beverages but also to interact with others, work, study, relax, spend leisure time, and express their personal preferences.

In this study, urban lifestyle is measured using the Activities, Interests, and Opinions (AIO) approach. Activities refer to consumers' daily activities and how they spend their time, including visiting coffee shops, socializing, studying, working, relaxing, and spending leisure time. Interests refer to things that consumers consider important, attractive, or worth their attention, such as coffee products, modern coffee shop environments, social activities, current trends, and lifestyle experiences. Opinions refer to consumers' views, perceptions, and evaluations regarding themselves, their surroundings, products, services, and contemporary lifestyle trends.

Previous studies have examined lifestyle in the coffee cafe context. Djausal et al (2021) examined coffee shop consumers in Blora Regency and discovered that lifestyle had a favorable and noteworthy impact on purchasing choices. Triwardhani et al (2022), who studied Starbucks consumers in Indonesia, also found that lifestyle affected purchase decisions. More recently, Saputra & Komaladewi (2025) examined millennial coffee shop consumers using PLS-SEM and discovered that lifestyle Considerably affected decisions about purchases. These results show that lifestyle is relevant in explaining Customer behavior in the coffee shop context. Therefore, examining Urban Lifestyle is relevant to understanding purchase decisions at modern coffee shops in Duri.

Hendra et al (2026) further examined Customers of Generation Z coffee shops use the AIO approach and identified consumer segments based on their psychographic characteristics. This finding supports the use of Activities, Interests, and Opinions as dimensions for understanding lifestyle characteristics among urban coffee shop consumers. Therefore, urban lifestyle is positioned as a separate variable (X1) in this research to examine its relationship with consumers' purchase decisions at modern coffee shops in Duri.

1.2. Product Innovation

Product innovation describes a business's efforts to produce, develop, alter, and improve goods to provide additional worth and meet changing consumer needs. In the coffee shop industry, Innovation in products can be reflected in the creation of new menu items, unique product characteristics, product modifications, attractive packaging, and products adapted to consumer needs and preferences. Product innovation is important because consumers consider various product attributes when evaluating products and making purchase decisions.

Product innovation is measured in this study. using Three indicators: product packaging innovation, product uniqueness, and product modification. Product packaging innovation refers to improvements or innovations in packaging that make products more attractive and distinctive. Product uniqueness refers to characteristics that differentiate a product from products offered by competing coffee shops. Product modification refers to changes or improvements in existing products, such as changes in taste, composition, presentation, menu variations, or other product attributes.

Previous studies indicate that product innovation is associated with consumer responses. Osman et al (2020) discovered a strong and positive connection between product innovation Regarding purchasing choices made by customers of Sour Sally in Jakarta. Pengxiang et al (2024) discovered that product innovation positively impacted the intention to buy and purchase frequency in the novel-tea beverage industry, while emphasizing the importance of product uniqueness. Tanuwijaya et al (2022) also found that item innovation had a favorable and substantial impact on purchases intention Among Generation Z Coffee drinkers' beverages.

Riandi & Istimaroh (2024), in a study of Cafe Customers of Kopi Kenangan in Samarinda, found showed product innovation significantly and favorably impacted purchases decision and the purpose to buy. Product innovation additionally had a substantial indirect impact on the choice to buy through buying intention. These findings are pertinent to the current investigation since they examine product innovation in a coffee shop context. Therefore, Product Innovation (X2) is positioned as one of the independent variables in this study.

1.3. Price Perception

"Price perception" refers to the way Customers assess and assess a product's cost offered by a company. Consumers may consider their purchasing ability, product quality, prices offered by competitors, benefits received, and the fairness of the price. Therefore, price perception is not only connected to a product's nominal price but also to consumers' evaluation of if the cost is reasonable in relation to the value they receive. In the context of modern coffee shops, consumers may evaluate whether the price is affordable, appropriate to product quality, competitive with similar coffee shops, consistent with the benefits received, and perceived as fair.

Price perception in this investigation is determined using three indicators: affordability and quality of prices fit, and competitive pricing. Cost affordability refers to the extent to which the price is within consumers' purchasing ability. Price-quality fit concerns whether Customers believe the price is reasonable for the caliber

received. Price competitiveness refers to consumers' comparison of the price with similar products offered by other coffee shops.

Previous studies have provided empirical evidence about the connection between price perception and purchase decisions. Maulana et al (2022), who examined consumers of Tansoe Nature Coffee in Tasikmalaya, found that price perception had a major impact on decisions to buy. Kasiono et al (2022) additionally discovered that price perception had a favorable and noteworthy impact on buying choices among visitors of Cafe Kopi Lain Hati Tondano. Similarly, Fitrianna, H. (2022) discovered that price had a favorable and substantial impact. perception impact judgments about purchases among Starbucks consumers in Yogyakarta.

Prasetyo & Octavia (2024) and Hanjani et al (2025) also reported favorable and noteworthy relationships between price perception and purchase decisions. However, Agustin & Firdaus (2025) found that price didn't have a notable direct impact on judgments about purchases. These variations show that the connection between price perception and purchase decision may differ based on the setting of the study and other factors involved. Therefore, Price Perception (X3) is included as an independent variable in the present study.

1.4. Business Location

The physical location is referred to as the business location. where a Businesses run and offer goods or services to consumers. Location is an important consideration because it affects how easily consumers can reach, recognize, and visit a business. In the coffee shop industry, a strategic location can provide convenience for consumers and increase the opportunity for visits and purchases. Consumers may therefore consider accessibility, visibility, parking facilities, and the condition of the surrounding environment when choosing a coffee shop.

Business location is evaluated using four indicators in this study: accessibility, visibility, parking facilities, and environment. Accessibility is the degree to which clients can easily reach a coffee shop. Visibility is the degree to which consumers may easily see and find the coffee shop. Parking facilities refer to the availability and convenience of parking spaces. Environment refers to the condition and comfort of the surrounding area of the coffee shop.

Prior research has demonstrated that location is relevant to the customer evaluation and commerce performance. Torlak et al (2019) found that location was relevant to client contentment and behavioral goals in the café eatery context. Pezenka & Weismayer (2020), based on a large number of restaurant reviews, found that location was among the attributes considered in consumers' overall restaurant evaluations. Han et al (2024) also demonstrated that spatial characteristics and surrounding businesses can provide useful information for identifying suitable restaurant locations.

Research in coffee shop contexts also provides empirical evidence regarding location and purchase decisions. Sari & Hidayat (2020) found that location had a favorable and noteworthy impact on purchasing choices at Bang Faizs Cafe. Pratama et al (2022) discovered that brand image, retail ambiance, and location had favorable and important effects about purchase choices at Extract Coffee Pekanbaru. Auriva et al (2025) also found that location significantly affected purchase choices made at Bandar Lampung's Tuanjana Coffee Shop. Therefore, Business Where (X4) is included as a study-specific independent variable.

1.5. Brand Image

The term "brand image" describes the perceptions, beliefs, and associations that customers hold in their memory in relation to a specific brand. Keller (1993) explains that brand perception is A portion of brand expertise and consists of a collection of brand connections held in consumers' memory. These associations may be strong, favorable, and unique. Keller & Swaminathan (2020) further emphasize the function of brand associations in forming Customers' opinions of a brand.

In the coffee shop context, brand image can be reflected through consumers' perceptions and associations regarding the products, atmosphere, service, identity, and overall experience offered by a coffee shop. Brand associations may develop through direct consumer experiences, product quality, service, store atmosphere, promotional activities, recommendations from other consumers, social media information, and repeated interactions with the brand. These associations contribute to how consumers recognize, remember, and distinguish a coffee shop from its competitors.

In this research, Brand Image (Z) is quantified through two indicators: strength of connections between brands and favorability of associations with brands. Strength is defined as to how strongly a brand is connected with characteristics, perceptions, or experiences stored in consumers' memories. Favorability describes the extent to which clients view the associations attached to a brand positively. The framework of this study uses Arif et al (2024) as the source associated with these three measurement dimensions.

Previous Research has looked at the impact of a brand perception on purchasing choices. Vindy & Herwin (2022), Liswana et al (2022), Yahya & Handayani (2024), and Ngiu & Aprileny (2025) that brand's image had a favorable and noteworthy impact on buying choices. In addition, Yusup et al (2025) found that brand image functioned as a variable that intervenes in explaining the connection between store atmosphere and purchasing choices among coffee shop customers. These findings support the significance of the brand Image as a variable within the present study.

1.6. Purchase Decision

The stage at which a purchase decision is made in which customers determine whether to purchase a good or service after identifying a need, gathering data, and assessing available alternatives. According to Kotler & Keller (2016), The purchasing decision-making process of consumers consists of recognizing issues, gathering data, considering choices, making a purchase, and taking subsequent action. At the decision to buy stage, consumers determine whether to make a purchase after considering the available alternatives.

In the context of modern coffee shops, consumers may consider various attributes like the cost and quality of the goods, location, and brand perception before deciding to make a purchase. The decision-making process begins when consumers recognize a need, followed by information search and evaluation of available alternatives. Consumers then select the option they consider most suitable and complete the transaction. Post-purchase behavior may subsequently influence future purchasing decisions.

Purchase Decision (Y) is examined in this study. through five indicators: purchasing, brand selection, and product choice amount, purchase timing, and payment method. Product choice refers to the choice made by the customer about the product to be purchase. Brand choice concerns the selection of a particular coffee shop brand. Purchase amount refers to the quantity of products purchased, while purchase timing refers to when the consumer decides to make the purchase. Payment method refers to the method selected by consumers to complete the transaction. These indicators are founded on the measurement framework used in the research, with Kamila et al (2024) as the associated source.

Previous research has examined Purchase choices in the setting of a coffee shop. Kamila et al (2024) examined 115 consumers of Kedai Kopi Distrik Metropolitan Surabaya using PLS analysis and found that store environment, level of service, and social media promotion positively influenced decisions about purchases. Sobirin et al (2026) also discovered that the cost, quality, and word of mouth had a favorable and substantial impact on purchasing decisions. Among customers of Cafe Horas Porong. These Results show that purchasing decisions can be impacted by various consumer and business-related factors.

Considering the theoretical and empirical discourse, Purchase Choice (Y) is set up as the study's dependent variable. It is examined in relation to Urban Lifestyle, Product Innovation, Price Perception, and Business Location, while Brand Image is positioned as the mediating variable. This model is intended to explain consumer purchase decisions at modern coffee shops in Duri.

2. RESEARCH METHOD

This investigation used A quantitative explanation study methodology to investigate the connections between Urban Lifestyle, Product Innovation, Price Perception, Business Location, Purchase Decision and Brand Image. It focused on the direct effects of Urban Lifestyle, Product Innovation, Price Perception, and Business Location on Purchase and Brand Image Decision, as well as Brand Image's mediating function in these relationships. The research was conducted among consumers of modern coffee shops in Duri, Mandau Subdistrict, Bengkalis Regency, Riau Province, Indonesia.

Customers who have made purchases made up the population. at modern coffee shops in Duri. This research applied Purposive sampling as a non-probability sampling method. A total of 250 Respondents were chosen according to the following requirements: (1) being 17 years of age or older, (2) living in Duri, (3) Possessing purchased products at a modern coffee shop in Duri at least once, and (4) being open to taking part in the research.

An organized web survey conducted using Google Forms was used to gather primary data. shared via social media and chat applications. The survey was created using 20 indicators representing six investigation variables. Respondents' answers were evaluated utilizing a five-point Likert scale, where 1 represents "strongly disagree" and 5 represents "strongly agree."

The information gathered were processed through editing, coding, and tabulating before being examined using SmartPLS 4.0 and Partial Least Squares Structural Equation Modeling (PLS-SEMPLS-SEM was used with SmartPLS 4.0 employed to examine the relationships among the research variables, including the mediating role of the Brand Image. The model of measurement was assessed for validity and reliability. Convergent validity was evaluated using outer loadings and average variance extracted (AVE), While Cronbach's alpha, rho_A, and composite reliability were used to evaluate construct reliability. (rho_C). The Fornell-Larcker criterion was used to evaluate discriminant validity. The structural model was evaluated, and Bootstrapping was used in order to test the importance of direct as well as indirect impacts, such as the function of brand image as a mediator.

The study variables, indicators, and references used in developing the measurement instrument are shown in Table 1.

Table 1. Research Variables, Indicators and References

Variable	Indicator	References
Urban Lifestyle (X1)	1. Activities 2. Interests 3. Opinions	Saputra & Komaladewi (2025)
Product Innovation (X2)	1. Product Packaging Innovation 2. Product Uniqueness 3. Product Modification	Riandi & Istimaroh (2024)
Price Perception (X3)	1. Price Affordability 2. Price Quality Fit 3. Price Competitiveness	Maulana et al (2022)
Business Location (X4)	1. Accessibility 2. Visibility 3. Parking Facilities 4. Environment	Kim & Ju (2022)
Brand Image (Z)	1. Strength 2. Favorability	Arif et al (2024)
Purchase Decision (Y)	1. Product Choice 2. Brand Choice 3. Purchase Amount 4. Purchase Timing 5. Payment Method	Kamila et al (2024)

Source Processed research data (2026).

3. RESULTS AND DISCUSSION

3.1. Result

Data from 250 respondents were used in the empirical research. Data processing was performed using SmartPLS 4.0 for Modeling Structural Equations using Partial Least Squares (PLS-SEM). The evaluation of the measuring model (outer model), the inner model, or structural model, and bootstrapping hypothesis testing were all part of the investigation. Internal consistency reliability, discriminant validity, convergent validity, and outer loadings were used to assess the measurement model. The structural model was evaluated using direct effects, specific indirect effects, R^2, f^2, and Q^2 predict. A statistically significant link was indicated by $p < 0.05$ in hypothesis testing, which employed a two-tailed significance level of 5%.

3.1.1. Descriptive Statistics

Table 2 displays that 250 respondents with various demographic traits participated in this study. The respondents were slightly dominated by female respondents, with 137 respondents (54.80%), while male respondents accounted for 113 respondents (45.20%). The largest age group comprised 86 respondents (34.40%) who were 21–24 years old, followed by 57 respondents (22.80%) who were 25–28 years old, 45 respondents (18.00%) who were 17–20 years old, 37 respondents (14.80%) who were 29–35 years old, and 25 respondents (10.00%) who were over 35 years old. Government workers made up the largest category in terms of employment status, with 115 respondents (46.00%), followed by students and college students (99 respondents, 39.60%), entrepreneurs (25 respondents, 10.00%), and housewives (11 respondents, 4.40%).

In terms of visit frequency, most respondents reported visiting coffee shops 3–5 times, with 99 respondents (39.60%), followed by 6–10 times with 65 respondents (26.00%), more than 10 times with 50 respondents (20.00%), and 1–2 times with 36 respondents (14.40%). Regarding the coffee shops visited, 134 respondents (53.60%) were categorized as Other Coffee Shops, followed by Garasi Coffee Space & Carwash with 32 respondents (12.80%), Arqi Coffee with 20 respondents (8.00%), Luca Coffee with 15 respondents (6.00%), Tomoro Coffee with 14 respondents (5.60%), SecKopi Coffee Shop with 13 respondents (5.20%), Awan Family Café with 12 respondents (4.80%), and BA Coffee with 10 respondents (4.00%). Overall, the descriptive statistics show that the respondents were predominantly female (54.80%) and aged 21–24 years (34.40%). The respondents also represented various employment categories and coffee shop visit frequencies, reflecting different consumer backgrounds and visiting experiences. These characteristics describe the profile of consumers who had purchased products at modern coffee shops in Duri.

Table 2. Characteristics of the Respondents

Characteristic	Category	Frequency	Percentage
Gender	Male	113	45,20%
	Female	137	54,80%
Age	17-20 years old	45	18,00%

	21-24 years old	86	34,40%
	25-28 years old	57	22, 80%
	29-35 years old	37	14,80%
	> 35 years old	25	10,00%
Employment	Housewife	11	4,40%
	Government/Employee	115	46,00%
	Student/ Collage Student	99	39,60%
	Entrepreneur	25	10,00%
Visit Categories	>10 times	50	20,00%
	1-2 times	36	14,40%
	3-5 times	99	39,60%
	6-10 times	65	26,00%
Coffee Shop	Garasi Coffe Space & Carwash	32	12,8%
	Arqi Coffee	20	8,0%
	Luca Coffee	15	6,0%
	Tomoro Coffee	14	5,6%
	SecKopi Coffee Shop	13	5,2%
	Awan Family Café	12	4,8%
	BA Coffee	10	4,0%
	Other Coffee Shops	134	53,6%

Source: Research data processed (2026).

3.1.2. Outer Model (Validity and Reliability)

Table 3. Validity and Reliability

Measurement Item	Outer Loading	Cronbach's Alpha	rho_A	rho_C	AVE
Urban Lifestyle (X1)	0.873	0.827	0.827	0.896	0.742
X1.1	0.873				
X1.2	0.853				
X1.3	0.859				
Product Innovation (X2)	0.870	0.807	0.808	0.886	0.723
X2.1	0.870				
X2.2	0.807				
X2.3	0.871				
Price Perception (X3)	0.837	0.809	0.813	0.887	0.723
X3.1	0.837				
X3.2	0.851				
X3.3	0.862				
Business Location (X4)	0.854	0.846	0.846	0.896	0.684
X4.1	0.854				
X4.2	0.847				
X4.3	0.803				
X4.4	0.803				
Purchase Decision (Y)	0.750	0.807	0.841	0.867	0.572
Y1	0.750				
Y2	0.849				
Y3	0.768				
Y4	0.839				
Y5	0.531				
Brand Image (Z)	0.896	0.752	0.752	0.890	0.801
Z.1	0.896				
Z.2	0.894				

Source: SmartPLS output (2026).

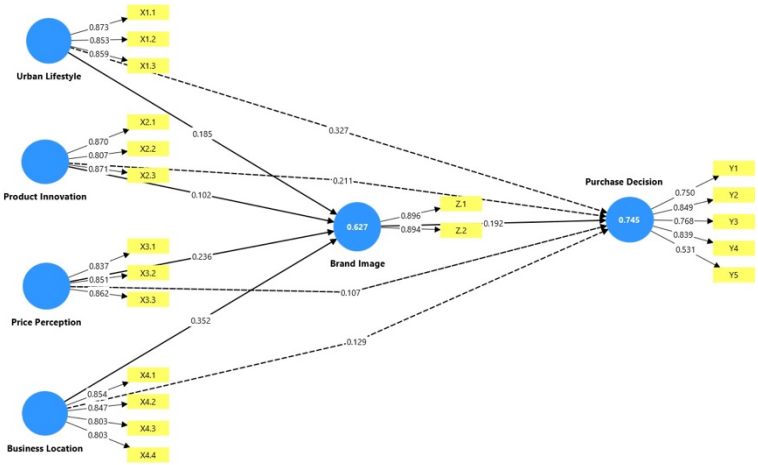


Figure 1. Outer Model

Convergent validity, discriminant validity, internal consistency reliability, and indicator loadings were evaluated for the measurement modelAt the construct level, the reliability and convergent validity requirements were well satisfied. Nevertheless, the discriminant validity results did not entirely satisfy the evaluation criteria, and indicator Y5 had an outer loading of 0.531. Therefore, while interpreting the measurement model, these constraints should be taken into consideration.

Based on Table 3, The values of the outer loading of the majority of the indicators are greater than 0.70. The loading values for Urban Lifestyle range from 0.853 to 0.873, Product Innovation from 0.807 to 0.871, Price Perception from 0.837 to 0.862, and Business Location from 0.803 to 0.854. Brand Image has loading values of 0.896 and 0.894. In the Purchase Decision construct, Y5 has a loading value of 0.531, while four indicators—0.750, 0.849, 0.768, and 0.839 have loading values above 0.70. Thus, Y5 has a loading value below 0.70 and represents the indicator with the lowest outer loading in the measurement model.

According to the dependability results, every construct satisfies the necessary requirements. Composite dependability (rho_C) ratings range from 0.867 to 0.896, rho_A values range from 0.752 to 0.846, and Cronbach's Alpha values range from 0.752 to 0.846. These findings show that the constructs' internal consistency reliability is satisfactory.

The AVE values for Urban Lifestyle (0.742), Product Innovation (0.723), Price Perception (0.723), Business Location (0.684), Purchase Decision (0.572), and Brand Image (0.801) are all above 0.50. This shows that the constructs satisfy the convergent validity requirement. Although the Y5 indicator has an outer loading of 0.531, the Purchase Decision construct has acceptable reliability and an AVE is 0.572. Consequently, according to the total measurement model findings, the constructs can move on to the structural model analysis since they show respectable reliability and convergent validity.

3.1.3. Discriminant Validty (The Fornell-Larcker)

Discriminant validity was assessed using the Fornell-Larcker criterion in order to ascertain whether each concept in the research model is sufficiently different from the others. The criterion is evaluated by contrasting square root of the Average Variance Extracted (AVE) for each build and its associations with the additional constructions. When the square root of a construct's AVE is greater than the correlations with the additional constructions, it is deemed to satisfy the Fornell-Larcker standard.

Based on Table 4, AVE's square root for Brand Image is 0.895, which is greater than its associations with Business Location (0.737), Price Perception (0.702), Product Innovation (0.685), Purchase Decision (0.739), and Urban Lifestyle (0.711). The AVE square root for Business Location is 0.827, which is also higher than its correlations with Price Perception (0.709), Product Innovation (0.766), Purchase Decision (0.753), and Urban Lifestyle (0.748).

For Price Perception, the square root of AVE is 0.850, exceeding its correlations with Product Innovation (0.716), Purchase Decision (0.737), and Urban Lifestyle (0.771). Similarly, Product Innovation has an AVE square root of 0.850, which is greater than its associations with Purchase Decision (0.773) and Urban Lifestyle (0.779).

However, AVE's square root for Purchase Decision is 0.756, which is less than its association with Urban Lifestyle of 0.807. This suggests that the Purchase Decision construct does not quite satisfy the Fornell-Larcker standard in relation to Urban Lifestyle. In contrast, the square root of AVE for Urban Lifestyle is 0.862, which is higher compared to its associations with Brand Image (0.711), Business Location (0.748), Price Perception (0.771), Product Innovation (0.779), and Purchase Decision (0.807).

Overall, five of the six constructs meet the Fornell-Larcker criterion, while Purchase Decision does not fully satisfy the criterion because its correlation with Urban Lifestyle (0.807) is higher than its square root of AVE (0.756). Therefore, the discriminant validity the findings show that most constructs are sufficiently

different from each other, although a potential overlap is identified between Purchase Decision and Urban Lifestyle.

Table 4. Fornell-Larcker Criterion Value

Variable	Brand Image	Business Location	Price Perception	Product Innovation	Purchase Decision	Urban Lifestyle
Brand Image	0.895					
Business Location	0.737	0.827				
Price Perception	0.702	0.709	0.850			
Product Innovation	0.685	0.766	0.716	0.850		
Purchase Decision	0.739	0.753	0.737	0.773	0.756	
Urban Lifestyle	0.711	0.748	0.771	0.779	0.807	0.862

Source: SmartPLS output (2026).

3.1.4. Model of Structure (Inner Model)

The model of structure was assessed in order to determine the explanation and forecasting capabilities of the model. The assessment included R-Squared (R^2) value to examine the percentage of variance that might be clarified by the endogenous constructs and the Q^2_predict value to evaluate the model's predictive significance.

3.1.4.1. R-Squared Value (R2)

According to Hair et al (2021), The structural model's explanatory power is evaluated using the R2 value, which displays the percentage of variance in an endogenous build that can be clarified by its predictor constructs. A higher R^2 value indicates greater the model's capacity for explanation.

Table 5. R-Squared (R2) Value of Structural Model

Endogenous Construct	R-Square	Adjusted R-Square
Brand Image	0.627	0.621
Purchase Decision	0.745	0.740

Source: SmartPLS output (2026).

Table 5 shows that the model accounts for 74.5% of the variation in purchase decision and 62.7% of the variation in brand image. The values are 62.1% and 74.0%, respectively, after correction.

3.1.4.2. Predictive relevance (Q2)

According to Shmueli et al (2019), Q^2_predict is used to assess the predictive capability of a Model PLS-SEM by evaluating its predictive performance outside of the sample. A positive Q^2_predict value shows that the model is predictively relevant for the endogenous construct.

Table 6. Predictive Relevance (Q2) Value of Structural Model

Endogenous Structure	Q^2_predict	RMSE	MAE
Brand Image	0.610	0.630	0.470
Purchase Decision	0.716	0.537	0.414

Source: SmartPLS output (2026).

Based on Table 6, the Q^2_predict worth for a brand's image is 0.610, with an RMSE of 0.630 and an MAE of 0.470. The model has predictive relevance for Brand Image if the Q^2_predict value is greater than zero. For Purchase Decision, the Q^2_predict value is 0.716, with an RMSE of 0.537 and an MAE of 0.414. This also indicates predictive relevance for Purchase Decision.

The Q^2_predict value for Purchase Decision (0.716) is higher than that for Brand Image (0.610), demonstrating that the model stronger prognostic significance for Purchase Decision. In addition, the RMSE and MAE values for Purchase Decision are lower than those for Brand Image, with RMSE values of 0.537 and 0.630, respectively, and MAE values of 0.414 and 0.470, respectively. Based on these results, the structural model exhibits predictive significance for both inherent structures, with stronger forecasting performance for Purchase Decision.

3.1.4.3. Effect Size (f2)

Effect size (f2) was utilized to evaluate each predictor's contribution to the endogenous constructs. According to Cohen, as cited in Changalima & Chuwa (2026), f^2 A significant influence is indicated by values of ≥ 0.35, a medium effect by values of ≥ 0.15, and a minor effect by values of ≥ 0.02.

Table 7. Effect Size (f2)

Predictor	Brand Image	Purchase Decision
Brand Image	—	0.054
Business Location	0.113	0.020
Price Perception	0.053	0.015
Product Innovation	0.009	0.053
Urban Lifestyle	0.026	0.115

Source: SmartPLS output (2026).

Based on Table 7, the results related to effect size can be summarized as follows:

a. Brand Image on Purchase Decision obtained an f^2 value of 0.054, showing a minor impact. This demonstrates that the brand's image has a small impact on the Purchase Decision.
b. Business Location on Brand Image acquired an f^2 value of 0.113, showing a minor impact. This indicates that Business Location has a relatively stronger effect on Brand Image than the other predictors.
c. Business Location on Purchase Decision obtained an f^2 value of 0.020, showing a minor impact. This shows that Business Location has a small effect on Purchase Decision.
d. Price Perception on Brand Image acquired an f^2 value of 0.053, showing a minor impact. This suggests that Brand Image is slightly impacted by Price of Perception.
e. Price Perception on Purchase Decision obtained an f^2 value of 0.015, which is beneath the minor impact threshold. This suggests that Price of Perception has a relatively limited effect on Purchase Decision.
f. Product Innovation on Brand Image obtained an f^2 value of 0.009, which is beneath the small-effect threshold. This suggests that Product Innovation has a relatively limited impact on the image of a brand.
g. Product Innovation on Purchase Decision obtained an f^2 value of 0.053, suggesting a minor impact. This implies that innovation in products has a small effect on Purchase Decision.
h. Urban Lifestyle on Brand Image acquired an f^2 value of 0.026, showing a minor impact. This shows that Urban Lifestyle has a small effect on Brand Image.
i. Urban Lifestyle on Purchase Decision acquired a f^2 value of 0.115, signifying a minor impact. This represents the largest effect among the predictors of Purchase Decision.

Overall, none of the relationships reaches the medium or large effect category. Business Location has the largest effect on Brand Image (0.113), while Urban Lifestyle has the largest effect on Purchase Decision (0.115).

3.1.5. Hypothesis Testing

The bootstrapping process in SmartPLS 4.0 was used to test hypotheses. The theories were assessed. according to the P-values and T-statistics found from the bootstrapping results. Using a two-tailed A link was taken into consideration at a significance level of 5%. statistically significant when the T-statistic value exceeded 1.96. and the P-value was less than 0.05. The outcomes of testing hypotheses are presented in Table 8.

Table 8. Result of Hypothesis Testing (Direct Effect)

Relationship	Original Sample (O)	Sample Mean (M)	STDEV	T Statistics	P Values	Decision
Urban Lifestyle → Brand Image	0.185	0.190	0.088	2.096	0.036	Supported
Product Innovation → Brand Image	0.102	0.100	0.079	1.294	0.196	Not supported
Price Perception → Brand Image	0.236	0.234	0.084	2.825	0.005	Supported
Business Location → Brand Image	0.352	0.351	0.076	4.643	<0.001	Supported
Urban Lifestyle → Purchase Decision	0.327	0.327	0.075	4.343	<0.001	Supported
Product Innovation → Purchase Decision	0.211	0.208	0.066	3.212	0.001	Supported
Price Perception → Purchase Decision	0.107	0.110	0.073	1.474	0.141	Not supported

Business Location → Purchase Decision	0.129	0.130	0.071	1.812	0.070	Not supported
Brand Image → Purchase Decision	0.192	0.192	0.062	3.112	0.002	Supported

Source: SmartPLS output (2026).

The results in Table 8 show that Urban Lifestyle possesses a favorable and statistically significant impact on the Image of the Brand, Using an Original Example (O) of 0.185, a T-statistics worth of 2.096, and a P-value of 0.036. Given that the P-value is less than 0.05 and the T-statistics value is greater than 1.96, The theory is validated. This result suggests that consumers' urban lifestyle is positively associated with the Brand Image of modern coffee shops in Duri.

Product innovation offers advantages but statistically insignificant impact on the image of a brand. The Original Sample (O) is 0.102, with a T-statistics value of 1.294 and a P-value of 0.196Due to the T-statistics value being below 1.96 and the P-value exceeds 0.05, the hypothesis is not supported. Thus, the results don't offer enough statistical evidence that Brand Image is significantly impacted by Product Innovation. This result suggests that small product changes or isolated menu updates are insufficient to change how customers determine a brand's overall position in the modern coffee shop industry. Long-term institutional reputation and service consistency are two of the more durable operational pillars that consumers use to assess a company's identity.

Price Perception possesses a favorable and statistically significant impact on the image of a brand, Using an Original Sample (O) of 0.236, a T-statistics value of 2.825, and a P-value of 0.005. The results meet the criteria for statistical importance, indicating that more favorable price perceptions are positively associated with Brand Image. Therefore, the hypothesis is supported. The data shows that setting fair or competitive prices is not the main factor influencing direct purchasing behavior. Considering that patronage of high-end coffee shops is firmly rooted in lifestyle expression and experiential fulfillment, Customers have a high price tolerance and voluntarily put social identity alignment ahead of economical considerations.

Business Location possesses a favorable and statistically substantial impact on Brand Image. The first sample (O) is 0.352, with a T-statistics value of 4.643 and a P-value of less than 0.001. The hypothesis is therefore supported. Among the indicators of Brand Image, Business Location possesses the biggest positive path coefficient, indicating that location has a crucial part in forming consumers' opinions of the brand. This finding suggests that instantaneous transactional choices do not naturally follow from regional convenience. A premium physical location serves mainly as a visual touchpoint that strengthens brand familiarity in the contemporary commercial environment, therefore its final influence on consumer purchase decisions is indirect and entirely dependent on the power of the brand image created by that setting.

Urban Lifestyle furthermore has a favorable and statistically substantial impact on Purchase Decision, Using an Original Sample (O) of 0.327, a T-statistics value of 4.343, and a P-value of less than 0.001. These results fulfilll the requirements for statistical significance, so the hypothesis is supported. This result suggests that consumers' urban lifestyle is positively associated with their purchase decisions at modern coffee shops in Duri.

Product Innovation possesses a favorable and statistically substantial impact on Purchase DecisionUsing an Original Sample (O) of 0.211, a T-statistics value of 3.212, and a P-value of 0.001. Since the T-statistics value is greater than 1.96 and the P-value is below 0.05, the hypothesis is supported. This result indicates that Product Innovation is positively associated with consumers' purchase decisions.

In contrast, Price Perception has a favorable impact on purchase decisions that is statistically insignificant. The Original Sample (O) is 0.107, while the T-statistics value is 1.474 and the P-value is 0.141. Although the path coefficient is positive, the results do not satisfy the requirements for statistical significance. Therefore, the hypothesis is not supported, indicating that Price Perception lacks a statistically important direct effect on Purchase Decision.

Business Location also has a favorable impact on purchase decisions but is not statistically significant. The Original Sample (O) is 0.129, with a T-statistics value of 1.812 and a P-value of 0.070. Despite the favorable nature of the connection, the T-statistics value is below 1.96 and the P-value is above 0.05. Therefore, the hypothesis is not supported, indicating that Business Location does not directly have a statistically meaningful impact on Purchase Decision.

Finally, Brand Image has a positive and statistically substantial impact on Purchase Decision. The Original Sample (O) is 0.192, with a T-statistics value of 3.112 and a P-value of 0.002. These results fulfilll the requirements for statistical significance, so the hypothesis is supported. This finding indicates that a stronger Brand Image is positively associated with consumers' purchase decisions at modern coffee shops in Duri.

Overall, six of the nine hypotheses are supported, while three are not supported. Urban Lifestyle, Price Perception, and Business Location have statistically significant effects on Brand Image, whereas Product Innovation does not. For Purchase Decision, Urban Lifestyle, Product Innovation, and Brand Image have statistically significant effects, while Price Perception and Business Location do not have statistically significant direct effects.

3.1.6. Mediation Effect

The mediation effect was examined utilizing SmartPLS 4.0's bootstrapping process to determine whether the relationships between are mediated by brand image. Urban Lifestyle, Product Innovation, Price Perception, Business Location, and Purchase Decision. The mediation analysis was assessed based on the specific indirect consequences, with a significance level of two tails of 5%. An unintended consequence was regarded as statistically significant in cases where the T-statistics value was below 0.05 and the P-value was higher than 1.96. of Table 9 displays the outcomes of the mediation analysis.

Table 9. Results of Mediation (Indirect Effects)

Indirect Relationship	Original Sample (O)	Sample Mean (M)	STDEV	T Statistics	P Values	Decision
Urban Lifestyle → Brand Image → Purchase Decision	0.036	0.035	0.019	1.849	0.064	Not significant
Product Innovation → Brand Image → Purchase Decision	0.020	0.019	0.017	1.133	0.257	Not significant
Price Perception → Brand Image → Purchase Decision	0.045	0.046	0.024	1.917	0.055	Not significant
Business Location → Brand Image → Purchase Decision	0.068	0.068	0.027	2.469	0.014	Significant

Source: SmartPLS output (2026).

Table 9 shows that the associations between Urban Lifestyle (p = 0.064), Product Innovation (p = 0.257), Price Perception (p = 0.055), and Purchase Decision are not significantly mediated by Brand Image. The association between business location and purchase decision, however, is significantly mediated by brand image (indirect impact = 0.068, p = 0.014).

Brand Image also doesn't significantly mediate the connection between the decision to buy and product innovation. The indirect effect is 0.020, with a T-statistics value of 1.133 and a P-value of 0.257. These results do not fit the requirements for statistical significance, indicating that the indirect There is no evidence that brand image and product innovation have an impact on purchasing decisions.

Similarly, Price's indirect impact Perception on Purchase Decision By use of Brand Image is not statistically important. The Original Sample is 0.045, with a T-statistics value of 1.917 and a P-value of 0.055. Even so, the indirect effect is positive, the P-value is above 0.05 and the T-statistics value is below 1.96. Therefore, Brand Image doesn't significantly manage the connection between purchase decisions and price perception.

In contrast, Brand Image significantly mediates the connection between Business Location and Purchase Decision. The indirect effect is 0.068, with a T-statistics value of 2.469 and a P-value of 0.014. Given that the T-statistics value exceeds 1.96 and the P-value is below 0.05, the indirect effect is statistically important. This result indicates that Business Location can influence Purchase Decision indirectly through Brand Image.

3.1.7. Summary of Hypothesis Testing

Table 10 provides a summary of the hypothesis testing results. The table presents the decisions for the nine direct-effect hypotheses and four mediation hypotheses based on the bootstrapping results obtained from SmartPLS 4.0. A hypothesis is considered supported when the relationship meets the significance criteria at the 5% level.

Table 10. Summary of Hypothesis

Hypothesis	Relationship	Result
H1	Urban Lifestyle → Brand Image	Supported
H2	Product Innovation → Brand Image	Not supported
H3	Price Perception → Brand Image	Supported
H4	Business Location → Brand Image	Supported
H5	Urban Lifestyle → Purchase Decision	Supported
H6	Product Innovation → Purchase Decision	Supported
H7	Price Perception → Purchase Decision	Not supported
H8	Business Location → Purchase Decision	Not supported
H9	Brand Image → Purchase Decision	Supported
H10	Urban Lifestyle → Brand Image → Purchase Decision	Not supported
H11	Product Innovation → Brand Image → Purchase Decision	Not supported
H12	Price Perception → Brand Image → Purchase Decision	Not supported
H13	Business Location → Brand Image → Purchase Decision	Supported

Source: SmartPLS output (2026).

Six out of nine direct-effect hypotheses were supported. Urban Lifestyle, Price Perception, and Business Location had significant positive effects on Brand Image, whereas Product Innovation did lack a statistically

meaningful impact. For Purchase Decision, Urban Lifestyle, Innovation in Products and Brand Image had significant positive effects, whereas Price Perception and Business Location did not have statistically significant direct effects.

Brand Image mediated the relationship between Business Location and Purchase Decision, while the indirect consequences of Urban Lifestyle, Product Innovation, and Price Perception were not significant.

3.2. Discussion

Urban Lifestyle has significant positive relationships with both Brand Image and Purchase Decision. This suggests that consumers' activities, interests, and opinions are relevant to how they evaluate and choose modern coffee shops in Duri. The findings align with Nafiah & Isa (2024), Triwardhani et al (2022), Djausal et al (2021), and Saputra & Komaladewi (2025), who reported links between lifestyle, brand image, and consumer decisions.

Product Innovation significantly affects Purchase Decision but does not significantly affect Brand Image. Consumers may respond directly to menu novelty, packaging, uniqueness, or product modification when deciding to buy, while brand image may depend on broader and more consistent brand associations. This interpretation requires further testing, but it is consistent with studies reporting effects of product innovation on purchase decisions (Osman et al., 2020; Tanuwijaya et al., 2022; Riandi & Istimaroh, 2024). The nonsignificant relationship with Brand Image differs from (Fajar et al., 2024; Zohir & Lutfi, 2024).

Price perception is significantly favorable relationship with Brand Image but no statistically significant direct relationship with Purchase Decision. Consumers' assessments of affordability, price quality fit, and competitiveness may contribute to their overall brand evaluation, consistent with (Putra et al., 2025). However, price perception alone may not determine a purchase decision in this sample, where consumers may also consider other aspects of the coffee-shop experience. This result is consistent with Agustin & Firdaus (2025), although it differs from studies reporting significant direct effects.

Business Location has a significant positive relationship with Brand Image, but its direct relationship with Purchase Decision is not statistically significant. Accessibility, visibility, parking, and the surrounding environment may shape consumers' impressions of a coffee shop without independently determining whether they make a purchase. The Brand Image result is consistent with (Sairi et al., 2026), while the nonsignificant direct effect differs from (Sari & Hidayat, 2020; Pratama et al., 2022; Auriva et al., 2025). Brand Image possesses a substantial positive relationship with Purchase Decision, indicating that Views and associations of consumers with a coffee-shop brand are relevant to their purchase decisions. This result is in line with (Vindy & Herwin, 2022; Liswana et al., 2022; Yahya & Handayani, 2024; Ngiu & Aprileny, 2025).

The unintended consequences of Urban Lifestyle ($p = 0.064$), Product Innovation ($p = 0.257$), and Price Perception ($p = 0.055$) on Brand Image-Based Purchase Decisions are not statistically important at the 0.05 level. Therefore, the results do not support Brand Image as a mediator for these three relationships in this sample. This differs from previous studies that reported significant mediation effects, including (Nafiah & Isa, 2024; Fajar et al., 2024; Zohir & Lutfi, 2024; Putra et al., 2025). The differences may reflect variations in research context and the relationships examined.

In contrast, Business Location has a substantial indirect impact on Purchase Decision via Brand Image (indirect effect = 0.068, $p = 0.014$). This indicates that location is connected to judgments about purchases through its relationship with Brand Image, even though it has little direct impact on purchasing decisions. The conclusion is broadly in line with (Sairi et al., 2026), although that study examined a different sector.

Practically, coffee-shop owners in Duri can align customer experiences with consumers' lifestyles, test product innovations against customer feedback, and build a consistent brand image. They should also monitor price perceptions and maintain accessible, visible locations with suitable parking and surroundings. These recommendations reflect the relationships found in this study; the effectiveness of specific marketing tactics was not directly tested.

4. CONCLUSION

This investigation looked at the impacts of Urban Lifestyle, Innovative Products, Price Perception, and Business Location on Purchase Decision at modern coffee shops in Duri, using the mediator variable of brand image. The findings indicate that Urban Lifestyle, Price Perception, and Business Location have significant positive effects on Brand Image, while the impact of product innovation is negligible. Urban Lifestyle, Innovation in Products and Brand Image significantly affect Purchase Decision, whereas Price Perception and Business Location do not have significant direct effects. The mediation results further show that the brand image doesn't considerably mediate the effects of Urban Lifestyle, Product Innovation, or Price Perception on Purchase Decision, while Business Location possesses a substantial indirect impact on Purchase Decision via Brand Image. These findings indicate that consumer lifestyle, product innovation, and brand perception are important elements that influence purchasing decisions, while location contributes indirectly through brand image. For coffee shop businesses, attention to consumer lifestyle, product development, brand image, and location-related aspects may support more effective marketing strategies. This study is limited to 250

respondents and modern coffee shops in Duri; therefore, future research may involve broader areas, larger samples, and additional variables to offer a more thorough comprehension of consumers' purchase decisions.

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