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The Influence of Advertising, Lifestyle, and Packaging On Purchase Decisions of Kopi Kenangan in Batam City

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Abstrak

Tujuan penelitian ini adalah untuk mengkaji pengaruh iklan, gaya hidup, dan kemasan secara individual terhadap keputusan pembelian konsumen Kopi Kenangan di Kota Batam, serta menganalisis pengaruh iklan, gaya hidup, dan kemasan secara simultan terhadap keputusan pembelian. Penelitian ini menggunakan pendekatan deskriptif kuantitatif dengan teknik pengambilan sampel non-probability sampling, yaitu purposive sampling. Penelitian dilaksanakan di Kota Batam dengan jumlah populasi yang besar dan tidak diketahui secara pasti. Berdasarkan perhitungan menggunakan rumus Lemeshow, jumlah sampel dalam penelitian ini sebanyak 204 responden. Pengumpulan data dilakukan melalui penyebaran kuesioner dengan skala Likert. Teknik analisis data meliputi uji validitas dan reliabilitas, analisis regresi linier berganda, serta pengujian hipotesis melalui uji t dan uji F. Hasil penelitian menunjukkan bahwa iklan, gaya hidup, dan kemasan berpengaruh positif dan signifikan terhadap keputusan pembelian. Iklan berbasis internet yang efektif mampu meningkatkan daya tarik merek, gaya hidup mencerminkan preferensi serta pola konsumsi konsumen, dan kemasan yang menarik memberikan nilai tambah melalui perlindungan produk serta daya tarik visual, yang secara simultan berkontribusi terhadap keputusan pembelian konsumen.

Kata Kunci: Iklan; Gaya Hidup; Kemasan; Keputusan Pembelian.

Abstract

The purpose of this study is to examine the individual effect of advertising, lifestyle, and packaging on purchasing decisions of Kopi Kenangan consumers in Batam City, as well as to analyze the simultaneous effect of advertising, lifestyle, and packaging on purchasing decisions. This study employs a quantitative descriptive approach using a non-probability sampling technique, namely purposive sampling. The research was conducted in Batam City, where the population size is large and cannot be precisely determined. Based on the Lemeshow formula, a total of 204 respondents were selected as the research sample. Data were collected through the distribution of questionnaires using a Likert scale. Data analysis techniques included validity and reliability tests, multiple linear regression analysis, and hypothesis testing using t-tests and F-tests. The results indicate that advertising, lifestyle, and packaging have a positive and significant effect on purchasing decisions. Effective internet-based advertising enhances brand appeal, lifestyle reflects consumers' preferences and consumption patterns, and attractive packaging provides added value through product protection and visual appeal, which simultaneously contribute to consumers' purchasing decisions.

Keyword: Advertising; Lifestyle; Packaging; Purchase Decision.

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1. Introduction

The rapid growth of the coffee shop industry in Indonesia has intensified competition, particularly in urban areas such as Batam City. The increasing number of coffee shops offering similar products has led to higher consumer expectations and more dynamic purchasing behavior (Widodo *et al.*, 2024). In this competitive environment, Kopi Kenangan faces challenges in maintaining purchasing decisions amid intense competition, especially in terms of advertising effectiveness, alignment with changing consumer lifestyles, and packaging innovation. Previous studies indicate that advertising, lifestyle, and packaging influence purchasing decisions in the food and beverage industry (Diven & Khoiri, 2023; Herlina & Suhardi, 2024; Evyanto *et al.*, 2023). However, most studies examine these factors separately or in different industry and regional contexts. There is limited empirical evidence that simultaneously analyzes the effects of advertising, lifestyle, and packaging on purchasing decisions in the coffee shop industry, particularly in emerging urban markets such as Batam City. Therefore, the research problem addressed in this study is the lack of integrated analysis regarding the partial and simultaneous effects of advertising, lifestyle, and packaging on consumer purchasing decisions at Kopi Kenangan in Batam City. This study applies the Stimulus–Organism–Response (S–O–R) framework to explain consumer purchasing behavior and employs a quantitative approach using multiple linear regression analysis. The findings are expected to provide theoretical contributions to consumer behavior studies and practical insights for coffee shop businesses in enhancing competitiveness through effective marketing strategies.



Figure 1. Kopi Kenangan Logo

Kopi Kenangan, as one of Indonesia's leading coffee brands, has continuously strengthened its corporate identity and market positioning, including the introduction of a simplified heart-shaped logo in 2021 to reflect a modern and contemporary brand image. This visual transformation represents the company's commitment to adapting to changing consumer preferences and competitive market dynamics (Kesuma *et al.*, 2023). PT Bumi Berkah Boga (Kopi Kenangan) aspires to become the largest food and beverage company in Indonesia and Southeast Asia by delivering high-quality products at affordable prices, supported by efficient service, strong quality control, and innovative business development. In line with this vision, the company's mission focuses on promoting high-quality Indonesian coffee across Asia and delivering premium coffee made from locally sourced ingredients to both domestic and international markets.

2. Literature Review

2.1 Purchase Decision

Purchase decision is a process that begins when consumers recognize a problem or need, followed by information search, evaluation of alternatives, purchase decision, and post-purchase behavior (Winarsih *et al.*, 2022; Chasanah, 2022). This process occurs prior to the actual purchase and has long-term implications for consumer satisfaction and loyalty. In making purchasing decisions, consumers identify their needs, seek relevant information, and evaluate available alternatives to select the most appropriate option (Jacob *et al.*, 2022; Tulong *et al.*, 2022). Purchase decision also reflects actual consumer behavior,

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including trust in the product, willingness to recommend it, and intention to repurchase based on perceived value and satisfaction (Oktrichaendy *et al.*, 2022; Paniyosan & Adi, 2022). Post-purchase evaluation further influences future purchasing behavior and attitudes toward the brand (Chasanah, 2022; Winarsih *et al.*, 2022).

2.2 Advertising

Advertising is a marketing communication tool that delivers informative and persuasive messages and fulfills several strategic functions, including informing, persuading, reminding, adding value, and supporting other marketing activities (Rachmah, 2022). Effective advertising is indicated by its ability to attract attention, generate interest, stimulate desire, and encourage purchasing action (Subiyanto & Amirulmukiminin, 2023). In the digital era, internet-based advertising has become an effective promotional medium due to its wide reach and growing number of users, enabling companies to influence consumers' psychological responses and purchasing decisions. In highly competitive business environments, well-designed advertising strengthens brand image, differentiates products, and supports strategic marketing objectives (Amalia & Yulianthini, 2022; Marselia *et al.*, 2023; (Natalia *et al.*, 2022).

2.3 Lifestyle

Lifestyle reflects an individual's pattern of living expressed through activities, interests, and opinions, as well as the way consumers allocate their time, money, and energy (Arianti & Wulandari, 2022; Sitepu *et al.*, 2022). Lifestyle represents consumers' values and preferences shaped by social interactions and environmental influences, and although it differs from personality, it significantly affects purchasing behavior (Arianti & Wulandari, 2022). Changes in lifestyle trends, influenced by internal and external factors, such as values, motivations, family, peers, media, and popular culture, play an important role in shaping consumer preferences and purchase decisions (Firmasyah & Hariasih, 2023; Oktavianto & Wardhani, 2022). In the food and beverage context, lifestyle trends such as coffee consumption as a social habit encourage consumptive behavior and directly influence purchasing decisions (Febrianty *et al.*, 2023; (Miswanto *et al.*, 2022).

2.4 Packaging

Packaging plays an important role in marketing as a protective container and a strategic element that enhances product value and supports sales. Effective packaging ensures product safety and quality while providing visual appeal through appropriate design, color, size, and materials (Rizkiawan *et al.*, 2023; Kurniawan *et al.*, 2022). Packaging functions include protection, information delivery, brand identity, ease of use, distribution efficiency, and innovation, while material selection influences durability, environmental impact, and consumer perception (Hafid & Ibadurrahman, 2022; Atussa'dyah & Hartaningtyas, 2022). Attractive and functional packaging can differentiate products and significantly influence purchasing decisions (Sampara, 2022; Sinaga, 2023).

3. Research Methodology

This study employs a quantitative descriptive research design to analyze the effects of advertising, lifestyle, and packaging on consumer purchasing decisions. A quantitative approach was selected to enable hypothesis testing through statistical analysis based on numerical data collected from respondents (Rusnendar, 2022). This study was conducted in Batam City involving 204 Kopi Kenangan consumers selected through purposive sampling, with criteria of having purchased the product and being over 17 years old. Data were collected via an online questionnaire using a five-point Likert scale and analyzed using SPSS version 31 through validity and reliability tests, classical assumption tests, and multiple linear regression with t-tests, F-tests, and the coefficient of determination (R^2) to examine the partial and simultaneous effects of advertising, lifestyle, and packaging on purchase decisions.

4. Results and Discussion

4.1 Results

Data from 204 respondents were successfully collected for this study. The SPSS app version 31 will then be used to check all this data.

Table 1. Respondents Characteristics

Characteristic	Category	Frequency (n = 204)	Percentage (%)
Gender	Male	85	41.7
	Female	119	58.3
Age	17 – 26 years	109	53.4
	27 – 36 years	62	30.4
	37 – 46 years	30	14.7
	> 47 years	3	1.5
Educational Level	Elementary School	1	0.5
	Junior High School	9	4.4
	Senior/Vocational High School	100	49.0
	Bachelor's Degree	86	42.2
	Others	8	3.9
Monthly Income	< IDR 4.000.000	39	19.1
	IDR 4.000.000 – IDR 6.000.000	96	47.1
	IDR 6.000.000 – IDR 8.000.000	57	27.9
	> IDR 8.000.000	12	5.9
Consumption Level	1 – 3 times per week	125	61.3
	4 – 5 times per week	61	29.9
	6 – 7 times per week	18	8.8

The respondent characteristics indicate that Kopi Kenangan consumers in Batam City are predominantly female and aged 17–26 years, with relatively high educational attainment and belonging mainly to the middle-income segment. These consumers are generally active digital media users and tend to be more responsive to lifestyle trends, brand image, and visual communication. Such characteristics suggest that advertising appeal, lifestyle suitability, and attractive packaging play an important role in shaping their purchasing decisions. In terms of consumption behavior, most respondents consume Kopi Kenangan products 1–3 times per week, indicating regular but not daily consumption. This pattern implies that marketing stimuli remain crucial in encouraging repeat purchases. Therefore, effective advertising, alignment with consumer lifestyles, and appealing packaging are essential strategies for strengthening brand preference and maintaining competitiveness in the coffee shop industry in Batam City.

4.1.1 Analysis Results

This study involved 204 respondents who had prior experience purchasing Kopi Kenangan products in Batam City, ensuring that the findings accurately reflect actual consumer behavior in the modern coffee shop market. The results indicate that advertising effectiveness, lifestyle compatibility, and attractive packaging have positive and significant influences on consumers' purchase decisions. Effective advertising enhances brand awareness and purchase intention through persuasive and engaging communication, while lifestyle compatibility strengthens emotional attachment by aligning products with consumers' daily activities, preferences, and social identity. In addition, innovative and functional packaging increases perceived value, convenience, and product differentiation, thereby motivating consumers to choose Kopi Kenangan amid intense market competition. These findings suggest that Kopi Kenangan should implement integrated marketing strategies that combine strong digital advertising,

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lifestyle-oriented product positioning, and continuous packaging innovation to enhance consumer engagement, strengthen brand competitiveness, and encourage sustainable purchasing behavior in highly competitive urban markets such as Batam City.

Table 2. Validity Test Results

Variable	Item	Corrected Item–Total Correlation (r-calculated)	r-table	Remark
Advertising (X1)	X1.1	0.792	0.1374	Valid
	X1.2	0.725	0.1374	Valid
	X1.3	0.812	0.1374	Valid
	X1.4	0.761	0.1374	Valid
	X1.5	0.765	0.1374	Valid
	X1.6	0.757	0.1374	Valid
	X1.7	0.745	0.1374	Valid
	X1.8	0.802	0.1374	Valid
Lifestyle (X2)	X2.1	0.760	0.1374	Valid
	X2.2	0.811	0.1374	Valid
	X2.3	0.836	0.1374	Valid
	X2.4	0.787	0.1374	Valid
	X2.5	0.770	0.1374	Valid
	X2.6	0.744	0.1374	Valid
Packaging (X3)	X3.1	0.863	0.1374	Valid
	X3.2	0.754	0.1374	Valid
	X3.3	0.800	0.1374	Valid
	X3.4	0.782	0.1374	Valid
	X3.5	0.778	0.1374	Valid
	X3.6	0.757	0.1374	Valid
	X3.7	0.800	0.1374	Valid
	X3.8	0.720	0.1374	Valid
	X3.9	0.797	0.1374	Valid
	X3.10	0.836	0.1374	Valid
Purchase Decisions (Y)	Y.1	0.734	0.1374	Valid
	Y.2	0.713	0.1374	Valid
	Y.3	0.861	0.1374	Valid
	Y.4	0.777	0.1374	Valid
	Y.5	0.689	0.1374	Valid
	Y.6	0.762	0.1374	Valid
	Y.7	0.803	0.1374	Valid
	Y.8	0.838	0.1374	Valid

The validity test results indicate that all measurement indicators were valid, as each calculated r-value (r calculated) was greater than the r-table value of 0.1374 (df = 202, $\alpha = 0.05$). The calculated r-values ranged from 0.725–0.812, 0.744–0.836, 0.720–0.863, and 0.689–0.861, all of which exceeded the r-table threshold, indicating strong correlations between each indicator and its respective construct. These results confirm that the research instruments meet the validity criteria and are suitable for further statistical analysis.

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Table 3. Reliability Test Results

Variable	Cronbach's Alpha	Remark
Advertising (X_1)	0.900	Reliable
Lifestyle (X_2)	0.873	Reliable
Packaging (X_3)	0.932	Reliable
Purchase Decisions (Y)	0.903	Reliable

Reliability testing confirms that all measurement constructs meet the criteria for acceptable internal consistency. The Cronbach's Alpha values exceed the minimum acceptable threshold of 0.60, these results confirm that the instruments employed in this study are both reliable and suitable for subsequent statistical analyses.

Table 4. Kolmogorov–Smirnov Normality Test Results

Unstandardized Residual		
N		204
Normal Parameters ^{a,b}	Mean	0
	Std. Deviation	1.76432583
Most Extreme Differences	Absolute	0.061
	Positive	0.061
	Negative	-0.049
Test Statistic		0.061
Asymp. Sig. (2-tailed) ^c		0.061

The results of the normality test indicate that the data are normally distributed. The Kolmogorov–Smirnov test produced an Asymp. Sig. (2-tailed) value of 0.061 and a Monte Carlo Sig. (2-tailed) value of 0.058, both of which exceed the significance level of 0.05, thereby confirming that the normality assumption is satisfied. The graphical analysis using a histogram also supports this result, as the distribution exhibits a symmetric bell-shaped pattern. Therefore, the data are deemed suitable for subsequent parametric statistical analysis.

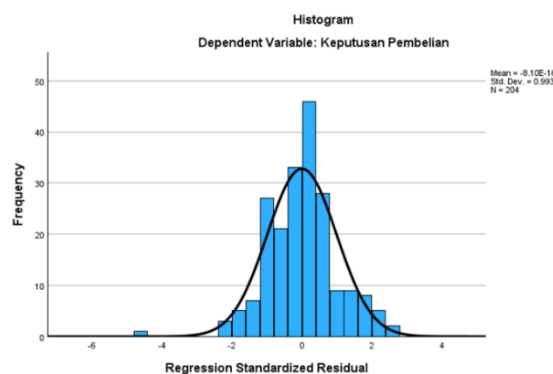


Figure 2. Histogram Dependent Variabel Y

The histogram of standardized residuals shows an approximately normal, bell-shaped distribution centered around zero, with no significant deviations or outliers. This indicates that the normality assumption of the regression model is adequately met, supporting the validity of further statistical analysis.

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Table 5. Multicollinearity Test Results

Model	Model	Collinearity Statistics	
		Tolerance	VIF
1	Advertising (X ₁)	0.234	4.281
	Lifestyle (X ₂)	0.191	5.236
	Packaging (X ₃)	0.245	4.089

The multicollinearity test results show that all independent variables meet the required criteria, with tolerance values above 0.10 and VIF values below 10. This indicates the absence of multicollinearity, confirming that the regression model is suitable for further analysis.

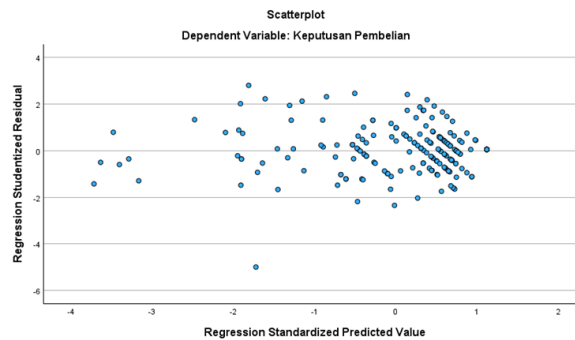


Figure 3. Scatterplot of Residuals for Heteroskedasticity Test

Table 6. Multiple Linear Regression Analysis Results

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
	B	Std. Error			
1 (Constant)	1.707	0.815		2.095	0.037
Advertising (X ₁)	0.242	0.045	0.256	5.321	0.000
Lifestyle (X ₂)	0.377	0.066	0.303	5.693	0.000
Packaging (X ₃)	0.344	0.037	0.437	9.282	0.000

The multicollinearity test results indicate that all independent variables meet the required criteria, as shown by tolerance values exceeding 0.10 and VIF values below 10. These findings confirm that no strong correlations exist among the independent variables, allowing each variable to contribute independently to the regression model. Therefore, the model is considered reliable and suitable for further statistical analysis.

Table 7. Coefficient of Determination (R²) Result

Model	R	R Square	Adjusted R-Square	Std. Error of the Estimate
1	0.944 ^a	0.892	0.890	1.778

The Adjusted R² value of 0.89 indicates that advertising, lifestyle, and packaging jointly explain 89% of the variation in purchasing decisions of Kopi Kenangan consumers in Batam City, while the remaining 11% is influenced by other factors outside the scope of this study.

Table 8. T-Test Results (Partial Test)

Model	t	Sig.
1 (Constant)	2.095	0.037

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Advertising (X_1)	5.321	0.000
Lifestyle (X_2)	5.693	0.000
Packaging (X_3)	9.282	0.000

The results of the partial t-test examining the effects of advertising, lifestyle, and packaging on purchasing decisions are presented in Table X. The analysis was conducted using data obtained from 204 respondents. Statistical significance is determined when the calculated t-value exceeds the critical t-value of 1.972 at a 5% significance level (two-tailed) and when the p-value is less than 0.05. This criterion is used to assess the partial effect of each independent variable on purchasing decisions. The results indicate that all three independent variables have a positive and significant effect on purchasing decisions. Advertising exhibits a t-value of 5.321, which exceeds the critical t-value, with a significance level of 0.000, indicating that effective advertising positively influences consumers' purchasing decisions for Kopi Kenangan. Furthermore, lifestyle demonstrates a t-value of 5.693 with a significance level of 0.000, suggesting that consumers' lifestyle significantly affects purchasing decisions, whereby individuals with a modern or trendy lifestyle are more likely to choose Kopi Kenangan. Packaging has the highest T-count of 9.282 with a significance of 0.000, indicating that attractive and convenient packaging strongly encourages consumers to make a purchase. Overall, these results confirm that Advertising, Lifestyle, and Packaging each contribute significantly and positively to the purchase decision of Kopi Kenangan in Batam.

Table 9. F-Test Results (Simultaneous Test)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5199.323	3	1733.108	548.532	<.001 ^b
	Residual	631.908	200	3.160		
Total		5831.230	203			

The F-test was conducted to examine the simultaneous effect of advertising, lifestyle, and packaging on the purchasing decisions of Kopi Kenangan consumers in Batam City. Based on a sample of 204 respondents, the critical F-value at the 5% significance level was determined using degrees of freedom for the numerator ($df_1 = 3$) and the denominator ($df_2 = 201$), yielding an F-table value of 2.65. The results demonstrate that the computed F-value amounted to 548.532 is substantially higher than the critical value ($548.532 > 2.65$), with a significance level of less than 0.001 ($p < 0.05$), indicating that advertising, lifestyle, and packaging simultaneously have a positive and significant effect on purchasing decisions. These results demonstrate that Advertising, Lifestyle, and Packaging simultaneously have a significant positive effect on Purchase Decision. Therefore, the third hypothesis is accepted, confirming that the combination of these three factors significantly influences consumers' purchase decisions for Kopi Kenangan in Batam.

4.2 Discussion

The findings of the study indicate that advertising, lifestyle, and packaging have a positive and significant influence on purchase decisions. The t-test results show that advertising significantly affects purchase decisions, suggesting that well-designed and effectively delivered advertisements, particularly through internet-based media, are able to influence consumers by appealing to their values and characteristics. Lifestyle also demonstrates a significant effect on purchase decisions, as it reflects consumers' patterns of time, energy, and financial allocation, which shape their preferences and purchasing behavior. Furthermore, packaging exhibits the strongest influence among the variables, highlighting the importance of packaging quality and design in protecting the product, maintaining its quality, and attracting consumer attention, thereby providing added value and supporting sales performance. Simultaneously, the F-test results confirm that advertising, lifestyle, and packaging jointly have a significant effect on purchase decisions, with the coefficient of determination indicating that a substantial proportion of variation in purchase decisions is explained by these variables. These findings

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emphasize that effective promotional strategies, alignment with consumer lifestyles, and attractive as well as functional packaging are critical factors that should be prioritized by Kopi Kenangan to encourage consumer purchase decisions in Batam City.

5. Conclusion

This study aimed to investigate the influence of Advertising, Lifestyle, and Packaging on the Purchase Decision of Kopi Kenangan products in Batam. The findings reveal that all three independent variables positively and significantly affect consumers' purchase decisions. Advertising enhances consumer awareness and interest, encouraging purchases, while Lifestyle indicates that consumers with modern or trendy habits are more inclined to choose Kopi Kenangan. Packaging demonstrates the strongest impact, highlighting the importance of attractive and convenient product presentation in motivating purchases. Simultaneously, these three factors collectively contribute to shaping consumer behavior, confirming that marketing strategies, consumer lifestyle, and product presentation are critical determinants of purchase decisions. Drawing on these results, it is recommended that Kopi Kenangan continue to optimize its advertising campaigns, align product offerings with current consumer lifestyle trends, and maintain or enhance packaging appeal to strengthen consumer purchasing motivation. These actions are expected to further improve sales performance and maintain brand competitiveness in the Batam market.

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