

THE INFLUENCE OF PSYCHOGRAPHIC LIFESTYLE ON PURCHASING DECISIONS AT INDOMARET POINT COFFEE IN LHOKSEUMAWE CITY

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Abstract

This study aims to analyze the influence of psychographic lifestyle consisting of Activity, Interest, and Opinion on purchasing decisions at Indomaret Point Coffee in Lhokseumawe City. The study used a quantitative approach with primary data collected through a Likert-scale questionnaire. The research sample consisted of 108 Indomaret Point Coffee customers selected using purposive sampling. The data were analyzed using multiple linear regression with the help of SPSS. The results showed that Activity had a positive and significant effect on purchasing decisions ($\beta = 0.400$; $p = 0.000$), Interest had a positive and significant effect ($\beta = 0.318$; $p = 0.000$), and Opinion also had a positive and significant effect ($\beta = 0.161$; $p = 0.039$). Simultaneously, Activity, Interest, and Opinion had a significant effect on purchasing decisions with an F value of 34.749 and $p = 0.000$. The Adjusted R^2 value of 0.486 indicates that the three dimensions of psychographic lifestyle are able to explain 48.6% of the variation in purchasing decisions. These findings indicate that consumer activity, interest in products and lifestyles, and opinions formed through experience and social environment are important factors in driving purchasing decisions at Indomaret Point Coffee.

Keywords: activity; psychographic lifestyle; interest; purchasing decision; opinion .

INTRODUCTION

Changes in consumer consumption patterns in recent years have shown that purchasing decisions are not solely driven by functional needs and price, but are also influenced by lifestyle, preferences, experiences, and the social values inherent in a product. Consumers are increasingly considering how a product fits into their daily activities, personal interests, and the image they wish to project. This makes understanding consumer lifestyles crucial for companies in developing more appropriate segmentation and marketing strategies. Indomaret is one of the growing modern retail chains in Indonesia and continues to innovate to meet changing consumer needs. One such innovation is Indomaret Point Coffee, a coffee shop concept integrated with Indomaret stores. Point Coffee offers convenient, relatively affordable, and easily accessible coffee drinks. Beyond product functionality, the store's ambiance, menu variety, and modern image can enhance the consumer experience.

In Lhokseumawe City, Point Coffee has become an alternative for people seeking convenient coffee products during their daily activities. However, based on initial research observations, consumer purchasing decisions are not yet fully stable. Some consumers visit Point Coffee primarily for practical needs, such as buying coffee while on the go or shopping at Indomaret, while others see it as part of their lifestyle. These differences in patterns highlight the importance of understanding consumer psychographic characteristics. Psychographic segmentation can be explained using the Activity, Interest, and Opinion (AIO) approach. Activity relates to the activities or actions undertaken by consumers, Interest describes consumer interest in a particular object, product, or trend, while Opinion relates to consumer views, beliefs, and assessments. These three dimensions can provide a more in-depth understanding of why consumers choose a product than simply using demographic characteristics.

In the Activity aspect, consumers who make coffee consumption part of their routine, hobby, or social activity are likely to have a higher purchasing propensity. In the Interest aspect, interest in menu variety, flavor, store atmosphere, coffee trends, and brand image can encourage consumers to try or make a purchase. Meanwhile, Opinion can be formed through personal experience, recommendations from others, social media, and social perception of the product.

Previous research supports the importance of psychographic dimensions in explaining purchasing decisions. Sartika and Abdillah (2020) demonstrated that psychographic segmentation can impact purchasing decisions. Sumeke et al. (2022) also emphasized the importance of demographic and psychographic segmentation in understanding customers. Edyansyah et al. (2022) found that Activity, Interest, and Opinion had a positive and significant influence on purchasing decisions in a cafe business in Southwest Aceh. These findings demonstrate that the AIO approach is relevant for understanding consumer behavior for lifestyle-based products.

However, research on the influence of psychographic lifestyle on purchasing decisions at coffee shops integrated with modern retail outlets, particularly Indomaret Point Coffee in Lhokseumawe City, is still limited. Therefore, this study was conducted to empirically test the influence of Activity, Interest, and Opinion on purchasing decisions. This research is expected to contribute to the development of consumer behavior studies and provide practical input for Point Coffee managers in developing marketing strategies based on customer psychographic characteristics.

LITERATURE REVIEW

Buying decision

Purchasing decisions are the process consumers undertake to determine a product or service they believe will meet their needs and desires. This process can include need recognition, information search, evaluation of alternatives, and the final decision to purchase. In the context of modern retail, purchasing decisions can be influenced by product characteristics, price, brand, distribution channel, purchase timing, experience, and consumer psychographic factors (Kotler & Armstrong, 2018; Kholidah & Arifiyanto, 2020).

This study measures purchasing decisions through three indicators, namely need recognition, information search, and alternative evaluation, as used in the study by Khairunnisa et al. (2023).

Psychographic Lifestyle

Lifestyle describes a person's lifestyle patterns as reflected in their activities, interests, and opinions. The AIO approach is used to identify how consumers spend their time, what interests them, and how they form their views about products and the social environment. This approach allows marketers to understand consumers more deeply, as purchasing decisions are often linked to identity and lifestyle.

Activity

Activity refers to the concrete actions consumers take in their daily lives. In the context of Point Coffee, activity can include participating in community activities, making visiting the store a hobby, or using coffee products as part of daily activities. This study measures activity through three indicators: community gatherings, hobbies, and roles and activities (Khairunnisa et al., 2023).

Interest

Interest describes a person's level of interest in a particular object, activity, product, or trend. Consumers with a strong interest in coffee, contemporary food and beverage trends, store atmosphere, and modern lifestyles tend to pay more attention to products that align with their interests. This study used indicators such as trend following, food spending, and a high-performing lifestyle (Khairunnisa et al., 2023).

Opinion

Opinions are subjective views, beliefs, and judgments of consumers that can be formed from personal experiences and social influences. Positive opinions about product quality, store image, and Point Coffee's suitability to a consumer's lifestyle can strengthen purchasing intentions. This study measures opinion through lifestyle indicators, pride, and the product or place's ability to convey image (Khairunnisa et al., 2023).

Hypothesis Development

Activity can influence purchasing decisions because consumer activity determines how time and daily activities are directed towards specific products. Consumers who frequently engage in activities outside the home, join community groups, or make coffee consumption part of their routine will have more opportunities to make purchases. Edyansyah et al. (2022) found that activity has a positive and significant effect on purchasing decisions. Therefore, H1: Activity has a positive and significant effect on purchasing decisions.

Interest reflects consumer interest in the product and experience offered. When consumers are highly interested in coffee trends, menu variety, flavor, store atmosphere, or modern lifestyle, they are more likely to choose that product. Aprillia and Mustofa (2022) showed that lifestyle and product appeal are related to purchasing decisions in coffee shops. Therefore, H2: Interest has a positive and significant effect on purchasing decisions.

Opinions can influence purchasing decisions because consumers not only assess product benefits but also consider personal views, recommendations, and social image. Positive opinions can reduce doubts and increase consumer confidence in purchasing. Edyansyah et al. (2022) and research related to consumer behavior demonstrate

the importance of opinions in purchasing decisions. Therefore, H3: Opinions have a positive and significant influence on purchasing decisions. Activity, Interest, and Opinion are complementary dimensions in describing consumer psychographic lifestyles. Consumers who are active, have a high level of interest, and have a positive opinion of a product are predicted to be more likely to make a purchase. Therefore, H4: Activity, Interest, and Opinion simultaneously have a significant influence on purchasing decisions.

METHOD

This study uses a quantitative approach to test the causal relationship between Activity (X1), Interest (X2), Opinion (X3), and Purchase Decision (Y). The study was conducted on Indomaret Point Coffee customers in Lhokseumawe City, with the research location in the Kuta Blang area, Banda Sakti District. The study began in October 2024.

The study population was consumers who visited Indomaret Point Coffee in Lhokseumawe City, either to purchase products or utilize the store's facilities. The sampling technique used was purposive sampling, with respondents being Indomaret Point Coffee customers in Lhokseumawe City. Based on the guidelines of Hair *et al.* (2021), the sample size was determined by multiplying the number of indicators by a multiplier. The study used 12 indicators and a multiplier of 9, resulting in 108 respondents.

The research data is primary data obtained directly from respondents through a questionnaire. The instrument uses a five-level Likert scale: 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, and 5 = strongly agree. The Activity, Interest, and Opinion variables are each measured with three indicators, while the Purchase Decision is measured with three indicators.

Instrument quality testing was conducted through validity and reliability tests. Classical assumption tests include normality, heteroscedasticity, and multicollinearity. The main analysis used multiple linear regression with the help of SPSS. The regression equation used is $Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$. Hypothesis testing was conducted through a t-test at a significance level of 5%, an F-test for simultaneous effects, and a coefficient of determination (Adjusted R^2) to determine the model's ability to explain variations in purchasing decisions.

RESULTS AND DISCUSSION

Respondent Characteristics

The study involved 108 Indomaret Point Coffee customers. Based on gender, 72 respondents were female (66.7%), while 36 were male (33.3%). Based on marital status, 93 respondents (86.1%) were single and 15 respondents (13.9%) were married. Based on age, the largest group was in the 21–25 year range, amounting to 75 people (69.4%). In terms of income, the majority of respondents had an income of Rp1,000,000–Rp2,500,000 per month, amounting to 60 people (55.6%). This composition shows that Point Coffee consumers in the study were dominated by the early adult age group and unmarried consumers.

Instrument Test and Classical Assumptions

Variables	Cronbach's Alpha	Information
Activity	0.779	Reliable
Interest	0.748	Reliable
Opinion	0.659	Reliable
Buying decision	0.739	Reliable

All variables had Cronbach's Alpha values above 0.60, indicating that the instrument was reliable. The Kolmogorov-Smirnov normality test yielded a significance value of 0.164, greater than 0.05, indicating that the residuals were normally distributed. The multicollinearity test showed VIF values of 1.469 for Activity, 1.367 for Interest, and 1.235 for Opinion; all below 10, indicating no multicollinearity problem. The heteroscedasticity test also showed no patterns indicating heteroscedasticity.

Multiple Linear Regression

Variables	B	Beta	t	Sig.
Constant	1,319	—	1,278	0.204
Activity	0.393	0.400	4,757	0,000
Interest	0.301	0.318	3,922	0,000
Opinion	0.173	0.161	2,094	0.039

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Based on the regression results, the equation obtained is $Y = 1.319 + 0.393X_1 + 0.301X_2 + 0.173X_3$. Positive coefficients on all variables indicate that an increase in Activity, Interest, and Opinion is followed by an increase in purchasing decisions, assuming other variables remain constant.

Hypothesis Testing

Hypothesis	t/F	Sig.	Decision
H1: Activity → Purchase Decision	4,757	0,000	Accepted
H2: Interest → Purchase Decision	3,922	0,000	Accepted
H3: Opinion → Purchase Decision	2,094	0.039	Accepted
H4: Activity, Interest, Opinion → Purchase Decision	34,749	0,000	Accepted

Partial test results indicate that activity has a positive and significant effect on purchasing decisions. A t-value of 4.757 and a significance level of 0.000 indicate that the higher the consumer's involvement in activities related to Point Coffee, the higher their likelihood of purchasing. This finding aligns with Edyansyah et al. (2022) who found a positive influence of the activity dimension on purchasing decisions.

Interest has a positive and significant effect on purchasing decisions, with a t-value of 3.922 and a significance level of 0.000. These results indicate that consumer interest in the menu, taste, coffee trends, store atmosphere, and lifestyle can influence purchasing decisions. Consumers who perceive a product as aligned with their interests tend to have more positive evaluations and are more prepared to make a purchase.

Opinion has a positive and significant effect on purchasing decisions, with a t-value of 2.094 and a significance level of 0.039. This finding indicates that consumer perceptions of Point Coffee, both from personal experience and social influence, play a role in purchasing decisions. Positive opinions about the product and store image can increase consumer confidence in purchasing.

Simultaneously, Activity, Interest, and Opinion significantly influence purchasing decisions. The F-value of 34.749 with a significance level of 0.000 indicates that the three AIO dimensions together can explain changes in purchasing decisions. This finding reinforces the concept that consumer behavior is not influenced by a single psychographic dimension, but rather by a combination of activity, interest, and opinion.

Coefficient of Determination

R	R Square	Adjusted R Square	Std. Error
0.708	0.501	0.486	1,267

The Adjusted R^2 value of 0.486 indicates that Activity, Interest, and Opinion can explain 48.6% of the variation in purchasing decisions, while 51.4% is explained by other factors outside the research model. This value indicates that the psychographic variable AIO has significant explanatory power in the context of Point Coffee customers' purchasing decisions.

Managerial Implications

The research findings provide several implications for Indomaret Point Coffee management in Lhokseumawe City. First, marketing strategies should encourage consumer activity through loyalty programs, interactive promotions, giveaways, community groups, or activities that increase customer engagement. Second, consumer interest can be strengthened through innovations in beverage variants, packaging, seasonal menus, and the creation of a store atmosphere relevant to young consumer trends. Third, positive opinions need to be built through consistent product and service quality, managing customer reviews, and utilizing social media and testimonials. These three strategies should be implemented in an integrated manner because AIO has been shown to simultaneously influence purchasing decisions.

CONCLUSION

This study concludes that Activity, Interest, and Opinion each have a positive and significant influence on purchasing decisions at Indomaret Point Coffee in Lhokseumawe City. Activity has a beta coefficient of 0.400 with a significance of 0.000; Interest has a beta of 0.318 with a significance of 0.000; and Opinion has a beta of 0.161

with a significance of 0.039. Simultaneously, these three dimensions have a significant influence on purchasing decisions with an F of 34.749 and a significance of 0.000. The Adjusted R² value of 0.486 indicates that 48.6% of the variation in purchasing decisions can be explained by Activity, Interest, and Opinion.

Indomaret Point Coffee management is advised to develop strategies that can increase consumer activity, strengthen interest through product innovation and store experiences, and build positive customer perceptions through service quality, social media, and customer interactions. Future research could incorporate other variables such as price, product quality, promotions, brand image, social factors, and digital marketing to more comprehensively explain variations in purchasing decisions.

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