# THE INFLUENCE OF HANGOUT LIFESTYLE ON PURCHASE DECISIONS AT KEKINIAN COFFEE SHOPS IN PALEMBANG STUDENTS

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## ABSTRACT

Lifestyle is broadly defined as a way of life that is identified by how a person spends their time (activity), what they consider important in their environment (interest), and what they think about themselves and also the world. around (opinion). Research The purpose of this study was to determine the effect of the hangout lifestyle on purchasing decisions at contemporary coffee shops for college students. The type of research used is quantitative through an associative approach. The sampling technique is non-probability sampling using 50 respondents, namely consumers who have made a purchase at a modern coffee shop at least once. The data collection technique uses a questionnaire on Googleform with a Likert scale of 1-4 with a total of 21 statement items. After the data is collected then perform data analysis techniques. The data analysis technique uses multiple linear regression with the help of SPSS 23.0. The results of this study indicate that the hangout lifestyle (X1) has a significant influence on purchasing decisions. The hangout lifestyle has a simultaneous influence on purchasing decisions in contemporary coffee shops for students.

**Keywords :**hangout lifestyle; purchase decision, Student.

## INTRODUCTION

According to Mangkunegara (2009: 80) Lifestyle is broadly defined as a way of life that is identified by how a person spends their time (activity), what they consider important in their environment (interest), and what they think about themselves and the world. around (opinion).

The lifestyle of a community will be different from other communities. Even from time to time the lifestyle of an individual and

certain groups of people will move dynamically. However, lifestyles do not change quickly so that at certain times the lifestyle is relatively permanent. According to Mowen (2002: 252) lifestyle is "A mode of living that is identified by how people spend their time (activities), what they consider important in their environment (interest), and what they think of themselves and the world around them ( opinions)".

Hangout in (Ujang: 2011) is one of the activities that humans do to relax their minds. Research conducted by Yulianti, et al (2018) results stated that lifestyle variables have a significant influence on purchasing decision variables. Consumer behavior is the study of buying units and exchange processes that involve the acquisition, consumption and disposal of goods, services, experiences and ideas (Mowen and Minor, 2002:6). According to Schiffman and Kanuk (2008:485), a decision is a selection of two or more options. In other words, alternative choices must be available to someone when making a decision. Ujang (2015: 286), consumer decision making includes all processes carried out by consumers in recognizing a problem, finding solutions, evaluating alternatives, and decided to choose between several options. This shows that lifestyle is a factor that influences consumer behavior in purchasing.

**RESEARCH METHODS**

The type of research used is quantitative through an associative approach. The sampling technique is non-probability sampling using 210 respondents, namely consumers who have made a purchase at a modern coffee shop at least once. The data collection technique uses a questionnaire on Googleform with a Likert scale of 1-4 with a total of 21 statement items. After the data is collected then perform data analysis techniques. The data analysis technique uses multiple linear regression with the help of SPSS 23.0. This research was conducted at the Kekinian Coffee Shop in Palembang by means of a questionnaire. The time of the research was conducted on 4 November - 11 November 2022.

The population is the whole object or subject that has a certain quantity and characteristics determined by the researcher to be studied and then drawn conclusions. (Sugiyono, 2013). The population in this study are students in Palembang. The sample is a portion taken from the entire object

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under study and is considered to represent the entire population (Hidayat, 2014). The sampling technique in this study was non-probability sampling with the research sample criteria being student respondents at the contemporary Palembang coffee shop.

Characteristics of Respondents

| Characteristics | Amount | Percentage |
|---|---|---|
| Gender | | |
| Man | 78 | 37.1 % |
| Woman | 132 | 62.9 % |

Consumers who make purchases are predominantly women with a percentage of 62.9%. This means that respondents who visit and make purchases at contemporary Surabaya coffee are dominated by female consumers because most women like to spend their time doing assignments, college activities and hanging out with their friends.

## Classic Assumption Test

To process the data obtained, the researcher conducted a classic assumption test to meet the parametric assumptions before conducting a multiple linear regression analysis test using SPSS 23.0. The results of the classic assumption test consist of four tests and are processed using SPSS 23.0 for windows, the following is a description of each test:

1. Multicollinearity Test

Based on the results of the SPSS 23.0 test, lifestyle variables can be identified hangout (X2) on purchasing decisions (Y) each has a tolerance value of 0.507, it is proven that all of them have a value of $> 0.1$. Meanwhile, the VIF values X1 and X2 were 1.971, more than $<10$, indicating that there were no symptoms of multicollinearity.

2. Heteroscedasticity Test

Based on the SPSS 23.0 test, it can be seen that the dots are randomly distributed and do not form a pattern. In the Glesjer test, the p value of X1 is 0.415 and X2 is 0.381, all of which are $> 0.05$, so that in this study there were no symptoms of heteroscedasticity.

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## Linear Regression Analysis

The regression coefficient value of the hangout lifestyle variable is 0.388 which is positive (+), which means that if the hangout lifestyle increases by one unit, the purchase decision will increase by 38.8%. Meanwhile, a significance value of 0.000 indicates that the hangout lifestyle is significant, which means that the sample size represents the truth of the population.

t test

| Model | t | Sig |
|---|---|---|
| Constants | 6,776 | 0.000 |
| Hangout lifestyle | 5,749 | 0.000 |

Source: Data processed by researchers, 2022

The following table states that the following results are obtained:
a. Dependent Variable:
b. hypothesis

The results of the t test on the hangout lifestyle variable show a significance value of 0.000, not more than 0.05, which is significant and the calculated t value is more than the t table (5.749> 1.987). Then the conclusion drawn is that the hangout lifestyle influences purchasing decisions (Y), so the hypothesis can be accepted.

F test

| Model | Sum of Squares | F | Siy |
|---|---|---|---|
| Repression | 2,732,341 | 121,091 | 000b |
| Residual | 2,335,416 | | |
| Total | 5067,757 | | |

Source: Data processed by researchers, 2022

Based on the table it can be seen that F count 121.091 is greater than F table 21.011. The significant level of 0.000 is less than 0.05 so that it can be said that H3 is accepted, namely the hangout lifestyle variable (X) has a simultaneous effect on purchasing decisions. This proves that the hangout lifestyle is a factor that influences consumer behavior in purchasing.

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## RESULTS AND DISCUSSION

Based on the results of the research and supported by previous research, it can be concluded that H2 is accepted, namely the hangout lifestyle variable influences purchasing decisions at contemporary coffee shops for students in Palembang City. The results of the t test on the hangout lifestyle variable (X) show a significance value of 0.000 not more than 0.05 which is significant and the calculated t value is more than the t table (5.749> 1.987). Then the conclusion drawn is that the hangout lifestyle (X) influences the purchase decision (Y), so the second hypothesis can be accepted.

This study aims to determine the effect of the hangout lifestyle on purchasing decisions at contemporary coffee shops for Palembang City students. The hangout lifestyle has 3 measurement indicators, namely activities, interests and opinions. The hangout lifestyle at Palembang's contemporary coffee shop can be seen from 1) the pleasure of doing hangout activities with friends or family at the contemporary coffee shop. 2) Come to a modern coffee shop to relax, spend free time and post hangout activities on social media. 3) Contemporary coffee shops provide special interest from other coffee shop products. 4) Coffee brands in modern coffee shops are part of life and increase popularity.

The hangout lifestyle during the Covid pandemic has a very big difference, namely hanging out is a special concern that must be avoided, even though gathering activities are a culture in Indonesia. The culture of hanging out in modern coffee shops during the Covid pandemic remains a trend, where gatherings may be held but must comply with various requirements issued by the government such as complying with health protocols, wearing masks, limited number of visitors.

From the results of distributing a questionnaire via Googlefrom, the hangout lifestyle variable in the statement that they like to hangout with friends or family in modern coffee shops and post hangout activities on social media gets the highest percentage, namely 30.5%. This means that based on data obtained through collecting Google-form data on respondents in Palembang that the hangout lifestyle is buying at the contemporary Palembang coffee shop, namely generally buying at the contemporary coffee shop because of hanging out with friends or family and posting

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hangout activities on social media. These results are in accordance with Dwiastuti's statement, (2012: 75) lifestyle refers to a way of life that describes a person's choice of wasting money and time. This states that lifestyle is a factor that influences consumer behavior in purchasing.

The results of this study were also reinforced by Pangestuti (2018) which showed that lifestyle variables had a significant influence on purchasing decision variables. Agree with research conducted by Deliana (2018) that lifestyle has a strong to very strong relationship with consumer purchasing decisions and has a positive and one-way influence. Yusuf, et al (2019) suggested that lifestyle has a significant effect on soft drink consumption because alignment of personality, self-concept, and lifestyle has a positive and significant effect on soft drink consumption. This research is also supported by the research of Astawa, et al (2020) which suggests that the consumptive behavior that characterizes generation Z is different from previous generations, this is because they are always looking for the latest information, information used in deciding to buy their products. Based on the results of this study which are also supported by previous research, it is known that H is accepted, namely the hangout lifestyle influences purchasing decisions at the contemporary Palembang coffee shop.

## CONCLUSION

The conclusion from the discussion above resulted in an analysis of data regarding the effect of hangouts on purchasing decisions at contemporary coffee shops among college students in Palembang. The hangout lifestyle has a significant effect on purchasing decisions at contemporary coffee shops for the student millennial generation and the hangout lifestyle simultaneously influences purchasing decisions at contemporary coffee shops for the student millennial generation in Palembang.

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