The lifestyle Analysis to Decision Making of Costumers of Kedai Kopi 66

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Abstract. This research is principally to test the influence of activities, interests and opinion to decision making in order to choose a coffee shop in Kedai Kopi 66 of Kediri. This research used quantitative approach which implemented trough survey method. The samples of the research are the costumers of kedai kopi 66 of Kediri. The result shows that the activities, interest and opinion to coffee shop options implemented in kedai kopi 66 shows positive implementation in choosing a coffee shop with the score F F = 31,907 > F table and the probability F as much as 0.000 . The score is significant between the lifestyle and decision making of the costumers in choosing kedai kopi 66 of Kediri as alternative to visit.

Keywords. lifestyle, Decision Making

1. Introduction

The growth of coffee industries in Indonesia is very fast. This is followed by the increase of people interest in this business. This can be indicated from the numbers of coffee shops which grows each year. GAEKI (The Association of coffee exporter of Indonesia) states that the growth of local coffee consumptions in Indonesia 2017 was in around 8% each year. For short, the demand of coffee increase as much as 2.5 %. Based on the data, indirectly the number of demand affects the growth of coffee shops especially in the office area and education area. It is a natural thing that people from any level are interested in investing or opening coffee shop as promising business.

However, there are a lot of challenges to get survive in the business competition. The coffee shop owner must be more sharp in understand what the costumers want. The changes are influences by the changing of costumers' behavior. Based on Kotler and Keller (2012) there few factors influence the costumers' behavior like culture, social, personal, and psychology.

Actually, the basic of one's lifestyle are mindset, belief, and the attitude that exists in society. The three could influence someone in taking decision. Lifestyle is also influenced by the emotion within. This emotion will lead to do a purchase or in reverse. Engel stated that lifestyle approach can be measured by AIO'S statement: Activities, Interest, and Opinion of costumers trough what the costumers like so that the lifestyle of the customers can be indicates. Dealing with the lifestyle, the costumers see that the price and products characters or service influence their decision in buying a products or use a service.

The previous studies done by others researchers states that the lifestyle has significant influence to costumers' decision in choosing a coffee shop. Considering this background, the researcher conduct a research under the title The lifestyle analysis to decision making of costumers of kedai kopi 66.

Kedai kopi 66 is chosen because this coffee shop is one of the favorite of youngsters, milenials, or instatravelers. The visitors not only enjoy local coffee products with affordable price, the also could enjoy the beautiful of pine forest in the Selopanggung area. Kedai kopi 66b is an alternative place for relax and stay away for a moment from business. This is a place for hangout and picnic with affordable price but the quality and comfort as good as Excelso and other coffee shop.

2. Literature Review

The first research states that lifestyle has significant influence to the purchasing decision based on the costumers' attitude.

The second research shows that lifestyle and attitude influence 20.7% the decision of purchasing.

The third researched about needs, lifestyle, and products image have positive significance partially or simultaneously correlation to the costumers decision making in Vab Ommen Coffee

In the research conducted by Rand, et.al found that each lifestyle indicators or AIOS influences significantly to the purchasing decision.

Ruhamak's work found that personal and psychology factors is one of the factors that high influence to the decision making. The strongest factor is psychology.

Satriyono;s research states that the family types, family stages and household decision influence the purchasing decision. This research found different thing that lifestyle not partially influence to the decision making in purchasing Nike shoes. This research revealed that subjects' lifestyle in choosing investment considered by activities, interest and opinion.

3. Method

The approach of the research uses quantitative descriptive which the analysis uses double regression. The data sampling and information are done by setting survey and closed questionnaire.

Lifestyle in AIO'S approach is a life pattern of someone dealing with activities, interest, and opinion in taking decision. This decision is taken when someone needs to purchase something for self social reflection in a effective and efficient way.

There are four variables in this research. These variables have are activities (x1), interest (x2), opinion (x3), and decision making (Y). The indicators of the whole variables are X1 for activities contains of hobby, community, vocation, and sport. Variable X2 for interest contains of house, family, medium, and drink. Variable X3 for opinion contains of business, economy, culture, and coffee. While the variable Y is for decision making. Decision making is costumer decision in purchasing the products with the following categories: product, price, promotion, social, perception, and evaluation. The research analysis is double linier regression analysis with the backup from SPSS. The data source from the premier and secondary data is done by spreading questionnaire to the respondents. After all the process, validity and reliability test are done.

4. Result

4.1. Descriptive Analysis
This analysis is aimed to examine the respondent characteristic to use in the research. The characters are defined to the following aspects: age, gender, education, and work. The result of analysis shows that the dominant visitors are in the age range of 18 – 21, the second dominant are the visitors in the range of 22 – 29. The women visitors are greater than men, the visitors with higher education are the dominant, and the work category is dominated by the college students.

4.2. Double Instruments and analysis test
This research applied the research instruments test by using validity test. And the result of x1 variable (activities) consists of x1.1 to x1.5 shows the following result: x1.1 = 0,778, x1.2 = 0,807, x1.3 = 0,890, x1.4 = 0,820, x1.5 =0,835. For x2 (interest) consists of x2.1 to x2.4 shows the followings result: x2.1 = 0,775, x2.2 = 0,810, x2.3 = 0,885, x2.4 = 0,825,. For x3 (opinion) consists of x3.1 to x3.4 shows the following result: x3.1 = 0,754, x3.2 = 0,851, x3.3 = 0,711, x3.4 = 0,652. While the Y variable (Decision making) consists of y1 to y6 shows the following result: y1 = 0,725, y2 = 0,821, y3 = 0,859, y4 = 0,893,

y5 = 0,864, y6 = 0,852. From the result, it can be noticed that the person correlation questions is greater than 0.3 means every item variable is valid. From the calculation, the sig score is 0.578 or greater than 0.05. As a result, the HO certainty is accepted that is the normality is filled.

Normality Test

The normality test in the resercah is directed to know the residual score is spread or not spread with the following conditions:
HO : residual normally spread
H1 : Residual abnormally spread
If sig score (p-value)> means HO accepted means the normality is filled. If the result of calculation is as much as 0.578 or greater from 0.05 means HO is accepted.

Multicolinearity Test

This test is conducted to know the strength of correlation happened or not among linearity or to see the bond among independent variables. The VIF score from the variables are X1 = 2.515, X22= 2,649, X3 = 2,753 this score is<10. As conclusion, the multicolinearity did happen in this research.

Double Linier Regression Analysis

The objective of this analysis is to find the influence of each variable. These are Activities (x1), interest (x2), opinion (x3) to the dependent variable that is decision making of costumer (Y). The similarity of regression found in this research is Y = 0,275 X1 + 0,288 X2 + 0,307X3.
Based on the above interpretation, the increase of activities, interest, and opinion are found positively to each variable. In other words, the increase of activities, interest, and opinion are followed by the costumer decision making. The rise of activity, interest and opinion are followed by the decision making.

Determination coefficient

From the analysis done, the determination coefficient adjusted result R2 (determination coefficient is 0.655 means 65.5% the decision making of customers will be influenced by the independent variable that are activities (x1), interest (x2) and opinion (x3). While the rest is 34.5% of decision making variable will be influenced by other variables not included in this research.
Beside the determination coefficient, the correlation coefficient is gained which shows the significant correlation among activities, interest, and opinion with correlation coefficient. The R score is 0.776, the score shows that the correlation among activities (X1), interest (X2), and opinion (X3) with the decision making is strong because in the range of 0.6 – 0.8.

Hypothesis Test

Simultaneous test

The result of F score is 31.907. While Table F (α = 0.05 ; db regression = 3 : db residual = 76) is 2,721. because F calculated > F table is 31,907 > 2,721 or sig t score (0,000) < α = 0.05. As a result, the regression model is significant. This means that HO is rejected and HI is accepted so the dependent variable (the decision making) can be influenced significantly by the independent variables: activities (X1), interest (X2), and opinion (X3)

Partial Test (t test)
The following are the result of the hypothesis test:
1. Based on the hypothesis test, *Standardized Coefficients beta* of activity is 0.277 and the t test statistic is 2.255 with significance is 0.025. The score of t test statistic is greater than t table

(2.2955>1.992) and the significance is lesser than a = 0.05. Based on the test, activity variable gives significant influence to decision variable in choosing coffee shop in kedai kopi 66.

2. Based on the hypothesis, *Standardized Coefficients Beta* of opinion *is 0,307* and the statistic score is 2.313 with significance is 0.026. The score of statistic of t test is greater than t table (2.313>1.992) and the significance is lesser than a = 0.05. Based on the test, the interest variable gives significance influence to the decision making variable in choosing coffee shop in kedai kopi 66.

3. Based on hypothesis, *Standardized Coefficients beta* of opinion is 0.307 and the statistics score is 2.571 with the significance is 0.017. the calculation statistic of t test is greater than t table (2.571>1.992) and the significance is lesser than a = 0.05. Based on the test, opinion variable give significance influence to costumer decision making variable in choosing coffee shop in keadi kopi 66.

The followings are the discussion of the result:

The Influence of Activity to Costumer Decision Making

Activity is a characteristic of the costumer in daily life. By knowing the activity of the costumer, the marketing could determine the activities of the market target and what they consider in choosing product. Based on the regression, the calculated t score is 2.255> t table 1.992, or the sig score is 0.025<0.05. So the activities influence is significance in costumer decision making. It means HO is rejected and H1 is accepted. So, the conclusion is the costumer decision making is influenced by activity or with the rise of activity, the decision making rise significantly. Activity variable has high activity. This thing is seen from the respondents' respond about the habit of exercise makes them more selective in consuming coffee and choosing a coffee shop in Kedai Kopi 66 is the greatest while, the hobby of consuming coffee is the least hobby.

Activities variable score is 3.54 with sufficient category. This is used to arrange proper marketing strategy. The situation is similar as previous study that found the activity dimension influence to the decision making. And the decision making is a media to facilitate activities, interest and hobby.

The Influence of Interest In Decision Making

Interest is a factor that influences one's decision. Based on the double regression analysis, the score of calculated T is 2,313> t table 1,992 or sig t score is 0,026< 0,05 so the influence of interest to the decision making is significant. It means that HO is rejected. The conclusion is the costumer decision making is significantly influenced by the interest. By raising the interest of costumer is significantly needed. This shows by the responds of the costumer that the consume coffee because their family likes coffee is the greatest interest and they know about the coffee shop from media is the least.

The interest score is 4.0 which is categorized into high. It can be concluded that to determine the market target easier is by seeing the interest of the costumers in visiting the coffee shop. The interest is the factor in pushing the consumers to purchase.

The Influence of Opinion in Decision Making

Opinion is a point of view of the costumer that comes from within. Based on the double regression analysis the score of calculated t is 2,571> t table 1,992 or the t sig score is 0,017<0,05. So the influence of opinion in decision making is significant. It means that HO is rejected and H1 is accepted. So the conclusion is opinion is significantly influence the decision making. With the rise of opinion, the decision making rises significantly. The respond to the variable is high. The statement like consuming coffee is the culture of nowadays society is the greatest and the statement like coffee could help the economy of a country is the least.

The opinion variable average score is 3,67 is in sufficient category. It could be concluded that the customers consume coffee because it is a culture in the society. Kedai kopi 66 may consider the opinion in order to raise the costumers trust. The result is proper with Kotler and Armstrong's (2012) statement that the lifestyle is a life pattern of activities, interest, and opinion. People from the same social

background may have different lifestyle. It is shown that the opinion variable is in the sufficient category.

As conclusion, the result of the research seen from the theory point of view could measure the costumers; lifestyle. The marketer could use the psychographic to measure the lifestyle trough questions about activities, interest, and opinion. Lifestyle has many interpretations in theories and point of view of marketers. The lifestyle of someone could influence the purchase behavior which could determine consumption. So a lifestyle could change because of environment. The statement is as the same as the opinion of Mowen and Minor (2012)

This research proves that the lifestyle influence the decision making in choosing a coffee shop (a case study to Kedai Kopi 66 costumers). One of the result found that the women are dominant visitors of Kedai Kopi 66. It is the same as the previous research result that women spend more time in the coffee shop because of their lifestyle. The pragmatic point of view which consists of activities, interest and opinion reveals that the costumers do and use to spend their spare time is by visiting the coffee shop. The activities are including the additional of coffee menu and variation of non coffee because the hobby indicator is the least. It must be done to reach all costumers categories, the costumers who like coffee or don't.

The result of the lifestyle variable is interest. Interest is a personal factor which influences the process in decision making. It could be a consideration of the marketers to create new idea for the products to influence the costumer's decision making. Media is the least marketing collateral used by the costumers to decide a coffee shop. The marketers may start to use social media to promote Kedai Kopi 66. Not only to promote but also to give information about the product and the coffee shop situation.

The third variable of lifestyle is opinion. It is the a personal point of view of the costumer to a coffee shop. Opinion consist of interpretation, hope, and evaluation to the trust and satisfactory of the costumers. The result of this variable is to give better service consistently and give quality of the products which are suitable to the needs of the costumers. The next thing is to keep the costumers satisfactory in visiting Kedai Kopi 66 and choose Kedai Kopi 66 as the place to hang out.

5. Conclusion

From the analysis and discussion, the following conclusion is arranged:

1. The lifestyle with activities dimension has significant contribution in costumer desicoin making of coffee shop in Kedai Kopi 66. It means that a good marketing strategy can be done by knowing the costumers activities. It could make the marketing strategy becomes easier.
2. The lifestyle with interest dimension has contribution to take the decision in choosing a coffee shop Kedai Kopi 66. It means that target market can be seen from their interest.

The lifestyle with opinion dimension has the greatest contribution in costumers decision making in choosing a coffee shop Kedai Kopi 66. It means that the opinions found could rise the trust of the costumers to Kedai Kopi 66.

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