ANALYSIS OF FACTORS INFLUENCE THE PUBLIC IN PURCHASING GAYO COFFEE WITH LIFESTYLE AS AN INTERVENING VARIABLE

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ABSTRACT

The culture of drinking coffee in Indonesia is currently experiencing very rapid development, changing a person's drinking habits, which are usually daily, to become part of a more modern lifestyle. So, because of this, the current trend of drinking coffee has increased sharply, making various coffees popular in various regions. One of the currently popular coffees in the city of Medan, North Sumatra is Gayo coffee, with its unique characteristics and various variants available. Therefore, this research aims to investigate the factors that influence Medan city residents to buy or consume Gayo coffee by adding lifestyle as an intervening variable. The method used in this research is a quantitative method using consumer purchasing decision variables (Y), product quality (X1), price (X2), and promotion (X3), as well as lifestyle (Z) as intervening variables. The number of samples studied was 200 respondents using SEM-PLS v4. The research results show that product quality variables, promotions influence lifestyle and purchasing decisions. However, for price which influences purchasing decisions but has no effect on lifestyle, apart from that, mediation shows that only product quality influences purchasing decisions with lifestyle as an intervening variable.

Keywords: Product Quality, Price, Promotion, Purchasing Decisions

ABSTRAK

Budaya minum kopi di Indonesia saat ini sudah mengalami perkembangan yang sangat pesat dimana merubah kebiasaan minum seseorang, yang biasanya harian menjadi bagian dari gaya hidup yang lebih modern. Sehingga, karena hal itu trend minum kopi saaat ini meningkat tajam membuat bermacam kopi populer diberbagai daerah. Salah satu kopi yang populer saat ini di kota Medan, Sumatera Utara adalah kopi Gayo, dengan ciri khasnya yang unik dan bermacam varian yang ada. Oleh sebab itu, penelitian ini bertujuan untuk menyediki apakah faktor-faktor yang mempengaruhi masyarakat kota Medan membeli atau mengkonsumsi kopi Gayo dengan menambahkan gaya hidup sebagai variabel intervening. Metode yang digunakan dalam penelitian ini adalah metode kuantitatif dengan menggunakan variable keputusan pembelian konsumen (Y), kualitas produk (X1), harga (X2), dan promosi (X3), serta gaya hidup (Z) sebagai variabel intervening. Jumlah sampel yang diteliti adalah sebesar 200 responden dengan menggunakan SEM-PLS v4. Hasil penelitian menunjukkan bahwa variabel kualitas produk, promosi mempengaruhi gaya hidup dan keputusan pembelian. Namun untuk harga dimana mempengaruhi keputusan pembelian namun tidak berpengaruh terhadap gaya hidup, selain itu pada mediasi menjukkan bahwa hanya kualitas produk yang mempengaruhi keputusan pembelian dengan gaya hidup sebagai variabel intervening

Kata kunci: Kualitas Produk, Harga, Promosi, Keputusan Pembelian

A. INTRODUCTION

Coffee drinking culture in Indonesia has grown rapidly, from just a daily habit to a part of a modern and symbolic lifestyle. Now, drinking coffee is not only about enjoying the taste and aroma of coffee, but also involves meaningful traditions and social moments. One of them is "Ngopi," an activity of gathering and enjoying coffee with friends or family. In addition, there is also "Nguping," which involves the habit of drinking coffee while listening to stories or sharing experiences (Dhaehasti Agustina Saputri, Novia Budi Lestari, & Rolika Firinanda, 2023). This tradition illustrates that coffee culture in Indonesia is more than just enjoying a drink, but also about togetherness and social interaction(Harahap & Lubis, 2021).

Along with this development, coffee consumption has grown significantly and has become ingrained in lifestyle, especially among millennials (Rizal, 2023). Coffee consumption has become a global culture as a result of modernity and globalization. In the past, coffee was more often consumed at home or in cheap coffee shops, but along with the increasing popularity of this trend, various discoveries and variations of new coffee presentations have emerged (Harahap & Lubis, 2021). Many people share their experiences enjoying coffee in unique coffee places, thus strengthening the popularity of this culture(Yuan, Wang, & Huang, 2007).

The phenomenon of the coffee drinking lifestyle in Indonesia has been the subject of many studies. One of these studies (Azmi, 2022). explains that the "coffee drinking culture" is now an activity carried out specifically by millennial generation teenagers in a place with the aim of carrying out active activities such as seeing, hearing, sitting, and staying still involving many individuals or groups of people to socialize together(Munawaroh & Simon, 2023). According to previous research, the millennial generation prefers to spend time with friends in a comfortable place with wifi and a well-chosen location, sharing and exchanging stories, whether about work, personal problems, or other topics. In addition, this place is also comfortable to unwind after a day of working in the office. The urge to expand social networks and show off one's lifestyle to the public may be satisfied by this coffee drinking habit(PreventionWeb, 2023).

Indonesia produced 760,200 tons of coffee in 2023, with Sumatra, Bali, Aceh, and Java being the main producing regions, according to statistics from the Central Statistics Agency (BPS). This shows that around 700,000 tons of coffee beans are produced in Indonesia every year. The two main coffee varieties grown in Indonesia are robusta and arabica. Robusta is mostly grown in places like Lampung and East Java, while arabica is usually grown in highland areas like Gayo (Aceh) and Toraja (Sulawesi).

Most of the coffee is shipped to countries such as Japan, Germany, and the US. However, the increasing habit of drinking coffee in urban areas has also led to a significant increase in household coffee consumption in recent years(Hikmawan Siregar, Purba, & Nasution, 2023). The Central Statistics Agency (BPS) reported that in 2023, coffee exports from January to September reached 342.33 thousand tons or worth 1.49 billion US dollars. This shows that coffee is becoming increasingly popular throughout the

world, and the domestic market is also expanding due to the rise of cafes and coffee shops in the surrounding area(Hikmah, 2020). Coffee shops in the downstream sector have grown rapidly in Indonesia, both in terms of number and type of business. In this sector, coffee shops with famous names such as Kopi Kenangan, Fore Coffee, and Janji Jiwa have made their mark.

The growth of the coffee business is also driven by innovations made by entrepreneurs. In addition to traditional coffee such as tubruk coffee or black coffee, many new product innovations are offered, ranging from cold brew, iced coffee milk, to ready-to-drink packaged coffee(Desty et al., 2023). Medan city is one of the cities that is geographically close to the Aceh region, indirectly currently in the city of Medan there are many coffee shop businesses from Aceh such as D'COFFEE GAYO, Tooke Coffee Premium Gayo, Rumoh Kupie Atjeh and many more. With so many coffee shops serving Acehnese coffee, it not only fulfills consumer demand for high quality coffee, but also creates a space for people to enjoy the growing coffee culture, especially the rich coffee drinking culture of Aceh.

Reported from Analisadaily.com, Medan stated that Gayo coffee is one of the most popular types of coffee among the people of North Sumatra, including Medan and its surroundings. Gayo coffee is Arabica coffee originating from the Gayo highlands in Aceh. The development of Gayo coffee does not only focus on production, but also on marketing and promotion in the global market(Jannah Hasibuan, Aslami, Studi Manajemen, & Ekonomi Dan Bisnis, 2022). One of the factors that supports the development of Gayo coffee is the success of obtaining Geographical Indication (GI) certification, which shows the authenticity and distinctive quality of this product(Maharani Bintang, Prabawani, & Listyorini, 2015). Gayo coffee has also become part of the sustainable coffee trade through programs such as Fair Trade, which not only increases farmers' incomes but also expands access for Gayo coffee to premium markets in Europe and the United States (Jannah Hasibuan et al., 2022)

The advantage of Gayo coffee lies in its distinctive taste characteristics. This coffee is known to have a light to medium body, a smooth acidity level, and a strong floral and fruity aroma (Ketchen, 2013). This combination provides a balanced coffee drinking experience, making it popular among specialty coffee lovers. In addition, the climate and soil conditions in the Gayo highlands which are ideal for growing Arabica coffee also become a competitive advantage for this coffee compared to coffee variants from other regions(Achmad, Elizabeth, Ridwan, Noorfitri, & Sofiansyah, 2024). However, like other products, Gayo coffee also has weaknesses when compared to other coffee variants from Indonesia and other countries(Mushoffa & Fadli, 2023). One of the weaknesses is the limited production volume compared to the cheaper and easier to produce robusta variant. The Gayo coffee production process which depends on the weather and organic cultivation methods also often affects the stability of supply and prices(Chasara Nasution, Rini, & Lumbanraja, 2023).

Many previous studies have explained the factors that influence people's decisions when choosing coffee or coffee varieties. One such study (Mushoffa & Fadli, 2023) claims that the main reason someone buys Gayo coffee is because of the quality of the product, with customers considering that Gayo coffee has a unique taste and aroma when compared to other Arabica coffees. The high level of happiness among users of Gayo Arabica coffee is also explained by this study, which fosters trust in the product and encourages repeat business. The findings of the study indicate that consumers' decisions to buy Gayo coffee are positively influenced by high product quality(M Poluan, H V J Lapian, J Tielung, M Poluan, & J Tielung, 2022). Likewise, the study (СЯ, 2023) clarifies that product quality such as taste and aroma are consumer preferences in choosing coffee.

The next study by (M Poluan et al., 2022) stated that in making coffee purchases, price and advertising are important considerations besides product quality. Standard or affordable prices combined with attractive promotions can encourage consumers to make purchases. The results of the study showed that Sidikalang coffee buyers were greatly influenced by factors such as product quality, price, and advertising. Meanwhile, (Harahap & Lubis, 2021) research states that consumers' decisions to buy Gayo coffee are also greatly influenced by Word of Mouth (WOM), a form of advertising that includes sharing their experiences verbally, in writing, or through other media.

(Jannah Hasibuan et al., 2022) research concluded that the interest in buying Toraja coffee is also influenced by product quality and price. Furthermore, Rizal's research in 2023 showed that the two main elements that influence consumers' decisions to buy robusta coffee are product quality and price. Further research by (Mushoffa & Fadli, 2023) states that product quality and promotion are included in the marketing strategy in influencing someone to make a purchase of Gayo coffee products, where by maintaining product quality it will increase consumer value for the products offered and with promotion helps sellers to be able to compete in the business industry. The results of the study explain that both factors will help increase consumer loyalty so that they will not switch to other products.

The research by (Dhaehasti Agustina Saputri et al., 2023) illustrates how the marketing mix is very important to influence consumer decisions to buy by making them feel satisfied when considering price, promotion, and product quality. In addition, based on the results of the analysis, the study (Ginting, Rezeki, Siregar, & Nurbaiti, 2023) found that competitive prices are the second most important element influencing the decision to buy Arabica coffee, after the quality of taste and aroma. Finally, a study by (Purba, 2022) found that the four Ps of product marketing, price, place, and promotion can influence consumer decisions to buy Mandailing coffee.

Previous studies have shown that product quality, price, and marketing are elements that are often used in relation to consumer behavior related to coffee(M Poluan et al., 2022). One of the main factors that influences purchasing decisions is the overall quality of the product, which is defined as its capacity to carry out the intended activity. Taste, aroma, and production process are aspects of coffee quality that have a significant

impact on how much consumers value a product. Consumers often choose coffee with extraordinary taste and aroma, especially high-end brands such as Gayo coffee(Harisno & Herby, 2018). The price factor also plays a crucial role in purchasing decisions, as explained by (Azmi, 2022) consumers will assess whether the price of a product is in accordance with the quality offered.

In a competitive market, especially for Gayo coffee which is often considered a premium coffee, the right price can increase consumer appeal, while prices that are too high without being comparable to quality can reduce purchasing interest(Amin Hou & Dahrul Siregar, 2021). Promotion is also a factor that is often discussed in marketing research. Promotional strategies including advertising, sales, and word-of-mouth recommendations are often successful in changing customer behavior(Silawati & Siregar, 2024). Therefore, criteria including product quality, price, and marketing are often used in previous studies and have a significant impact on consumer decisions to choose coffee or coffee variations such as Gayo coffee.

Therefore, in this research update, researchers want to know how the tendency of consumer behavior in the city of Medan in enjoying Gayo coffee is influenced by factors such as product quality, price and promotion. As an initial step, the researcher has conducted pre-research in the form of interviews with 30 Gayo coffee consumers in Medan city to find out the factors that influence them in choosing Gayo coffee variants compared to other coffee variants(Prahada, Siregar, & Sugito, 2022). The results of the interview showed that the majority of consumers stated that the taste of Gayo coffee is very delicious and different from other coffee variants where it is slightly sour and legit(Prahada et al., 2022). They appreciate the aroma of Gayo coffee is very fragrant, which adds to the experience of enjoying coffee. Consumers also gave a positive assessment of the quality of Gayo coffee, with many arguing that this coffee has good quality(Mukuan, Tendean, & Tampi, 2023). Regarding the price, they feel that the price of Gayo coffee is standard, so it does not prevent them from buying it. When asked about how they found out about Gayo coffee, many consumers answered that they got recommendations from friends or because they were coffee lovers. This shows that word of mouth and membership in a coffee lover community play an important role in their decision to try Gayo coffee(Achmad et al., 2023).

Initial findings from these interviews provide important insights into how consumers in Medan view Gayo coffee. Good taste, fragrant aroma, and good quality are the main factors that attract their interest in choosing Gayo coffee(Bura, Mawuntu, & Aotama, 2023). Knowledge of the price that is considered standard also indicates that consumers feel they are getting value for money for the experience they get. Therefore, this study aims to examine in more depth the factors that influence the consumption of Gayo coffee by consumers in Medan City using the available information. In addition, considering the lack of research on Gayo coffee, especially those related to lifestyle, the researcher feels the need to conduct research on Gayo coffee with the title Analysis of

Factors Influencing Medan City Society to Buy Gayo Coffee with Lifestyle as an Intervening Variable

B. RESEARCH METHOD

The quantitative approach, based on positivism, was used in this study. In quantitative research, data are collected using research tools, statistical analysis is performed to test hypotheses, and a specific population or sample is examined, usually by random sampling.

Consumer purchasing decisions (Y) are the dependent variable in this study, and the independent factors include lifestyle (Z) as an intervening variable, price (X2), promotion (X3), and product quality (X1).

The population in this study were customers in Medan City whose population size was unknown. Determination of the minimum sample size is calculated based on the following formula (hair et al 2010):

N = {5 to 10 x number of indicators used}
   = 5 x 40 = 200

From the calculation above, the number of samples to be studied is 200 respondents. The sampling approach used is purposive sampling, which is sampling based on certain relevant attributes, in this case Gayo coffee customers aged 18–30 years and have a certain income. Data collection was carried out by direct interviews with consumers and distributing questionnaires via links on social media such as Instagram and WhatsApp. According to (Ketchen, 2013) the data analysis of this study used the SEM-PLS approach for the assessment of the measurement model (outer model), evaluation of model suitability, and evaluation of the structural model (inner model).

Table 1. Variables, Indicators and References

Variables	Indicator	Reference	Measurement
Product Quality (X1)	1. Gayo coffee has a consistent taste every time it is consumed. 2. Gayo coffee has a distinctive aroma according to my expectations. 3. Gayo coffee products offer interesting options, such as additional flavors or aromas. 4. The appearance of the Gayo coffee packaging caught my attention 5. I feel that Gayo coffee has better quality than other products.	Kotler and Keller (2016)	Likert Scale
Price (X2)	1. The price of Gayo coffee is affordable for me considering its quality. 2. I often compare the price of Gayo coffee with other products before buying. 3. I feel the price of Gayo coffee is worth the satisfaction I get.	Schiffman and Kanuk (2007)	Likert Scale
Promotion (X3)	1. Gayo coffee has a good image in the eyes of the public 2. I often see advertisements or promotions for Gayo coffee 3. Recommendations from other people or friends encouraged me to try/buy Gayo coffee 4. I often see sales people offering Gayo coffee products	Kotler and Keller (2016)	Likert Scale
	1. Drinking coffee is my daily routine	Kotler and Keller	Likert Scale

Lifestyle (Z)	2. I regularly buy coffee at my favorite places. 3. I enjoy coffee with friends and family while socializing. 4. I am interested in trying different types of coffee.	(2018)	
Purchase Decision (Y)	1. I choose to buy Gayo coffee compared to other coffee products because the taste suits me. 2. I bought Gayo coffee in large quantities to stock at home. 3. I tend to choose coffee products that I often consume, such as Gayo coffee. 4. I tend to buy Gayo coffee from locals or sellers who offer cheaper prices.	Kotler and Keller (2016)	Likert Scale
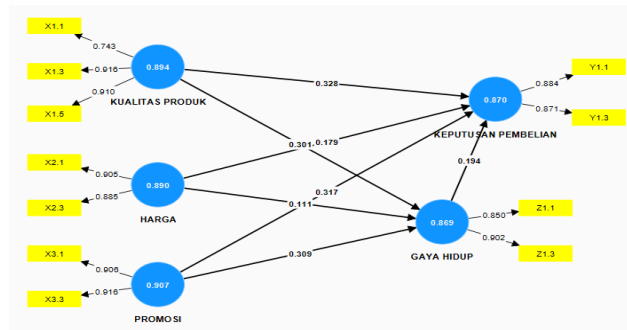
Picture 1 Research Model

C. RESULTS AND DISCUSSION

RESULT

The table presented consists of several characteristics of respondents that can be observed, namely gender, age and income

Table 2. General Characteristics Data of Respondents Who Enjoy Gayo Coffee in Medan City

Respondent Characteristics	N	%
Gender		
Man	116	58
Woman	84	42
Age		
18-20 years	22	11
21-25 years	135	67.5
26-30 years	43	21.5
≥ 30 years	0	0
Income		
< Rp. 2,000,000	19	9.5
Rp. 2,000,000 – Rp. 4,000,000	59	29.5
Rp. 4,000,000 – Rp. 5,000,000	43	21.5
> Rp. 5,000,000	34	17
No Income	45	25.5

Source: Processed data (2023)

Several respondent attributes, including gender, age, and income, can be seen from the table. Based on gender, it can be seen that male respondents are more numerous than female respondents, indicating that men are the largest drinkers of Gayo coffee in Medan. The demographic group that drinks the most Gayo coffee based on age

is teenagers. In contrast, the majority of Gayo coffee buyers earn between Rp2,000,000 and Rp4,000,000.

Evaluation of Measurement Model (Outer Model)

Lifestyle, price, promotion, product quality, and purchase decision variables were all examined in this study using a reflective measurement paradigm, which reflects the underlying constructs. According to Hair et al. (2021), a number of indicators were used to evaluate the reflective measurement model, including factor loading (which should be ≥ 0.70), composite reliability (which should be ≥ 0.70), Cronbach's alpha, and average variance extracted (AVE), which should be ≥ 0.50. Along with the cross-loading analysis, the Fornell and Larcker criterion and HTMT (Heterotrait Monotrait Ratio), whose value should be less than 0.90, were also used for discriminant validity.

Table 3. Outer Loading, Cronbach's Alpha, Composite Reliability and Average Variance Extracted

Variables	Item	Indicator	OL	Cronbach's Alpha	Composite Reliability	AVE
Product Quality	X1.1	Gayo coffee has a consistent taste	0.743	0.819	0.829	0.740
	X1.3	Gayo coffee products offer an interesting choice	0.916			
	X1.5	Has better quality than other products	0.910			
Price	X2.1	The price of Gayo coffee is affordable for me	0.905	0.753	0.757	0.801
	X2.3	The price of Gayo coffee is commensurate with the satisfaction you get	0.885			
Promotion	X3.1	Gayo coffee has a good image	0.906	0.795	0.797	0.830
	X3.3	Recommendations from other people or friends encourage you to buy Gayo coffee.	0.916			
Lifestyle	Z1.1	Drinking coffee becomes a daily routine	0.850	0.700	0.719	0.768
	Z1.3	Enjoying coffee with friends and family	0.902			
Purchase Satisfaction	Y1.1	Choosing to buy Gayo coffee over others	0.884	0.702	0.704	0.771
	Y1.3	Tend to choose coffee that is often consumed	0.871			

Source: SmartPLS 4 Output (2023)

The table above shows that since each item of exterior load measurement meets the criteria, the variables of product quality, price, advertising, lifestyle, and purchasing decisions are considered authentic. Cronbach's alpha and composite reliability above 0.70 (all measurement items are reliable) indicate that the level of variable reliability is adequate. All factors are met, and the AVE value> 0.50 indicates that the level of convergent validity has met the criteria of excellent convergent validity.

Table 4. Fornell and Lacker

	Lifestyle	Product Quality	Buying decision	Promotion	Price
Lifestyle	0.876				

Product Quality	0.518	0.860		
Buying decision	0.594	0.684	0.878	
Promotion	0.511	0.526	0.659	0.911
Price	0.381	0.495	0.540	0.393	0.895

Fornell and Larcker's criterion, which ensures that the variables in the study are conceptually distinct and also proven to be distinct through empirical or statistical testing, is used to evaluate discriminant validity. According to Fornell and Larcker's criterion, the AVE root of a variable must be higher than the correlation between the variables.

The lifestyle variable, for example, has an AVE root of 0.876, higher than the correlations with price (0.381), promotion (0.511), and product quality (0.518). This indicates that the discriminant validity of the lifestyle variable has been met. Similarly, the variables price, promotion, purchase choice, and product quality can all be considered valid because the AVE root of each variable is greater than the correlation between the variables.

Table 5. HTML

	Lifestyle	Product Quality	Buying decision	Promotion
Lifestyle				
Product Quality	0.682			
Buying decision	0.836	0.899		
Promotion	0.678	0.650	0.889	
Price	0.532	0.626	0.742	0.507

(Ketchen, 2013) recommend the use of Heterotrait Monotrait Ratio (HTMT) as a measure of discriminant validity because it is considered a more accurate and sensitive choice. The HTMT number must be less than 0.90. According to the test results, discriminant validity has been achieved because the HTMT value for the pair of variables examined is less than 0.90. This indicates that each variable explains the variance in the measurement items related to that variable more effectively than the variation in the other variable items.

Table 6. Cross Loading

	Product Quality	Price	Promotion	Lifestyle	Buying decision
X1.1	0.743	0.327	0.376	0.432	0.524
X1.3	0.916	0.456	0.487	0.421	0.595
X1.5	0.910	0.482	0.486	0.480	0.636
X2.1	0.457	0.905	0.353	0.362	0.499
X2.3	0.427	0.885	0.351	0.319	0.466
X3.1	0.470	0.318	0.906	0.454	0.583
X3.3	0.488	0.397	0.916	0.476	0.616
Z1.1	0.426	0.385	0.396	0.850	0.442
Z1.3	0.479	0.294	0.492	0.902	0.587
Y1.1	0.658	0.447	0.570	0.530	0.884
Y1.3	0.539	0.502	0.586	0.511	0.871

(Ketchen, 2013)define cross loading as a metric that describes the level of relationship between an indicator and a construct (latent variable) being assessed, both with relevant constructs and with additional constructs. Indicators must have a higher

correlation with relevant concepts than with other constructs for the measurement model to be considered valid. The cross loading value in the test findings indicates that the indicator meets the necessary requirements because it has a stronger correlation with relevant constructs than with other constructs.

Evaluation of Goodness of Fit and Suitability of Model

In structural equation modeling (SEM), partial least squares (PLS) analysis is a variance-based technique used to assess theoretical models with an emphasis on prediction.

A number of metrics or indices, including R-square, Q-square, SRMR, PLS prediction (Ketchen, 2013), are used to evaluate how acceptable the suggested model is. In addition, linearity analysis of the relationship between variables is carried out to ensure the strength or robustness of the model. (Hair et al., 2019).

Table 7.R square

	R square	Q square
Lifestyle	0.356	0.317
Buying decision	0.644	0.598

The extent to which the variance in an endogenous variable can be explained by other exogenous or endogenous variables in the model is indicated by the R-squared statistical metric. Chin (1998) stated that the R-squared value should be interpreted as follows: 0.19 for low influence, 0.33 for medium influence, and 0.66 for high influence. According to the findings of the analysis, product quality, price, and marketing have a moderate impact on lifestyle (35.6%), and have a moderate impact on purchasing decisions (64.4%).

Predictive accuracy, or how effectively changes in exogenous or endogenous factors can predict endogenous variables, is measured using Q-square. This metric indicates the validity of PLS by measuring the predictive relevance (predictive accuracy) of the model. A model is considered predictively relevant if its Q-square value is greater than zero. The Q-square value can be interpreted as follows, according to (Ketchen, 2013) 0 indicates minimal influence, 0.25 indicates moderate influence, and 0.50 indicates significant effect. According to the analysis findings, the Q-square value of the lifestyle variable is 0.317, which is higher than 0.25 and indicates moderate predictive accuracy, while the purchase decision value is 0.598, which is higher than 0.50 and indicates high predictive accuracy.

Table 8.SRMR

	Model Estimation
SRMR	0.071

The difference between the correlation matrix generated by the estimated model and the correlation matrix of the actual data is known as the Standardized Root Mean Square Residual, or SRMR. This metric is used to evaluate the goodness-of-fit of a model. According to (Ketchen, 2013) a model is said to have a good fit if its SRMR value is less than 0.08. An SRMR value of 0.08 to 0.10 is still considered an acceptable fit. An SRMR

value of 0.071 in the model estimation results indicates that the model is a good fit, allowing empirical data to be used to describe how variables affect each other.

Table 9. GoF Index

Average Communality	Mean R square	GoF Index
0.780	0.50	0.624

The measurement model and structural model are evaluated as part of the overall model fit assessment process using the Goodness of Fit Index (GoF Index). The GoF index, which is the root of the product of the geometric mean of the similarity and the mean R-squared, can only be calculated for a measurement model that reflects. The GoF value can be interpreted as follows: low GoF is 0.1, medium GoF is 0.25, and high GoF is 0.36. According to the calculation, the GoF value of the model, which is included in the high GoF group, is 0.624. This indicates that the measurement model of the variables can be explained by the empirical data with a high level of fit.

Table 10. PLS Predict

Measurement Items	PLS		LM	
	RMSE	MAE	RMSE	MAE
Z1.1	0.725	0.603	0.739	0.613
Z1.3	0.765	0.588	0.769	0.587
Y1.1	0.601	0.469	0.606	0.461
Y1.3	0.583	0.437	0.590	0.452

According to Hair et al. (2019), PLS (Partial Least Squares) is an analytical technique that focuses on prediction used in structural equation modeling (SEM). As a result, a method to validate the model and demonstrate its high predictive potential must be developed. The PLS prediction function is a method to evaluate the predictive ability of PLS. The PLS model needs to be compared with the baseline model, namely the linear regression model (LM), to be considered to have very good predictive power. If the RMSE (Root Mean Square Error) or MAE (Mean Absolute Error) value of the PLS model is smaller than the linear regression model, the model is considered to have strong predictive ability. The PLS model has good predictive power if all of its measurement items have lower RMSE and MAE values than the RMSE and MAE values in the linear regression model. Its predictive potential is considered moderate if most of the items have lower values.

Several measurement items in the PLS model showed lower RMSE and MAE values than the RMSE and MAE values in the linear regression (LM) model, according to the findings of an eight-observation study measuring the RMSE and MAE values on four items. This indicates that the prediction value of the suggested PLS model is moderate.

Table 11 . Linearity Test

Quadratic Effect	Path Coefficient	p-value	Information
QE (Product Quality)⯐Lifestyle	0.143	0.064	Linearity Fulfilled
QE (Price)⯐Lifestyle	-0.097	0.249	Linearity Fulfilled
QE (Promotion)⯐Lifestyle	-0.015	0.763	Linearity Fulfilled

QE (Product Quality)⮕Buying decision	0.036	0.705	Linearity Fulfilled
QE (Price)⮕Buying decision	-0.035	0.402	Linearity Fulfilled
QE (Promotion)⮕Buying decision	0.006	0.904	Linearity Fulfilled
QE (Lifestyle)⮕Buying decision	0.033	0.597	Linearity Fulfilled

(Ketchen, 2013)illustrate the importance of conducting a linearity check on the relationship of variables. This study assumes that there is a linear relationship between the variables. Testing the quadratic impact of variables is part of the analysis (QE = quadratic effect).

The findings of the analysis indicate that neither the quadratic effect of price nor the quadratic effect of promotion have a substantial impact on lifestyle or purchase decisions. As a result, it can be said that the model meets the assumption of linearity and is robust because it shows that the relationship between product quality, price, advertising, and lifestyle affects the decision to purchase linearly.

Structural Model Evaluation (Inner Model)

Hypothesis testing of the relationship between research variables is associated with the evaluation of the structural model. There are three steps involved in the structural evaluation process. The **Inner VIF (Variance Inflation Factor) metric is used to assess the initial multicollinearity among variables. Multicollinearity between variables does not exist if the Inner VIF value is less than 5. (Ketchen, 2013)

The second step involves evaluating the hypothesis between variables by examining the t statistic or p value. There is a significant relationship between variables if the p value is less than 0.05 or the t statistic value is higher than 1.97 (table value). The 95% confidence interval for the path coefficient estimates is also shown in the test findings. The f-square value, which measures the impact of variables at the structural level, is determined in the third stage. According to (Ketchen, 2013) the f-square value should be 0.02 (low impact), 0.15 (medium impact), or 0.35 (large impact). The upsicon statistic v, which is calculated by squaring the mediation coefficient, is another way to utilize f-square to measure the mediation impact.

Table 12. Inner VIF

	Buying decision	Lifestyle
Buying decision		
Lifestyle	1,552	
Product Quality	1,739	1,599
Price	1.388	1.386
Promotion	1,577	1,428

Multicollinearity checks between variables are essential before conducting hypothesis testing on the structural model in SEM PLS analysis. *Inner VIF* (Variance Inflation Factor) is a statistical metric that can be used to assess multicollinearity. According to the estimation findings, a low level of multicollinearity between variables is indicated if the Inner VIF value is less than 5. Since this model is considered robust and unbiased, the relationships between variables can be understood more clearly and reliably, which increases the validity of the parameter estimation findings in SEM PLS.
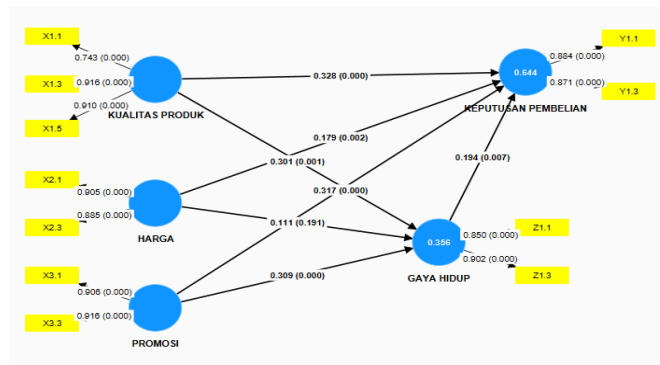
Picture. Data Results After Bootstrapping

Table 13 . Hypothesis Testing (Direct Effect)

Hypothesis	Path Coefficient	t-statistic	p-value	95% Path Coefficient Confidence Interval		F square
				Lower Limit	Upper Limit	
H1. Product Quality→Lifestyle	0.301	3.294	0.001	0.115	0.470	0.088
H2. Price→Lifestyle	0.111	1,309	0.191	-0.055	0.280	0.014
H3. Promotion→Lifestyle	0.309	3,731	0.000	0.145	0.467	0.104
H4. Product Quality→Buying decision	0.328	4,640	0.000	0.197	0.473	0.174
H5. Price→Buying decision	0.179	3.167	0.002	0.069	0.289	0.065
H6. Promotion→Buying decision	0.317	5,078	0.000	0.194	0.436	0.179
H7. Lifestyle→Buying decision	0.194	2,684	0.007	0.145	0.467	0.068

Source: SmartPLS 4 Output (2023)

Based on the results of the hypothesis testing above, the following is known:

1. HFirst hypothesis (H1): Accepted, which states that lifestyle improvement is significantly influenced by product quality. The p value (0.001 < 0.05) and t statistic (3.294) indicate that lifestyle can be improved by modifying product quality. The relationship between lifestyle and product quality is between 0.115 and 0.470 in 95% CI. However, there is a slight structural impact of product quality (f = 0.088).

2. The second hypothesis (H2): is rejected because prices do not have a significant impact on improving life. The p-value (0.191 > 0.05) and t-statistic (1.309 < 1.97) indicate that price adjustments do not always result in a better lifestyle.

3. The third hypothesis (H3): is accepted, which states that advertising has a significant impact on improving lifestyle. The p-value (0.000 < 0.05) and t-statistic (3.731) indicate that lifestyle can be improved through adjustments in promotion. The impact of promotion on lifestyle is between 0.145 and 0.467 in 95% CI. However, promotion still has a small structural level impact (f = 0.104).

4. The fourth hypothesis (H4): Accepted, which states that the quality of a product has a significant impact on the number of purchases made. Purchasing decisions can be influenced by changes in product quality, according to the t statistic (4.640) and p

value (0.000 < 0.05). The impact of product quality on the choice to purchase is between 0.197 to 0.473 within a 95% confidence interval. Product quality has a moderate impact at the structural level (f = 0.174).

5. The fifth hypothesis (H5): is accepted, which states that price has a large impact on increasing purchasing decisions. The p value (0.002 < 0.05) and t statistic (3.167) indicate that price modification can influence more people to buy. Price has an impact on purchasing decisions between 0.069 and 0.289 within a 95% confidence interval. At the structural level, price has a small impact (f = 0.065).

6. The sixth hypothesis (H6): Accepted, which states that promotion has a significant impact on increasing purchasing decisions. The p-value (0.000 < 0.05) and t-statistic (5.078) indicate that modifications in promotion can result in more purchases. The impact of promotion on purchasing decisions ranges from 0.194 to 0.436 within the 95% confidence interval. At the structural level, promotion has a moderate impact (f = 0.179).

7. Seventh hypothesis (H7): Accepted, which states that lifestyle has a significant impact on increasing purchasing decisions. The p-value (0.007 < 0.05) and t-statistic (2.684) indicate that lifestyle changes can affect more purchases. Lifestyle has an impact on purchasing decisions between 0.145 and 0.467 within a 95% confidence interval. At the structural level, lifestyle has a small impact (f = 0.068).

Although most hypotheses were accepted overall, there was variance in the impacts at the structural level, with the majority falling in the low to moderate range.

Table 14 Testing the Hypothesis of Mediation Effect

Hypothesis	Path Coefficient	t-statistic	p-value	95% Path Coefficient Confidence Interval		Upsilon v
				Lower Limit	Upper Limit	
H8. Product Quality⬚Lifestyle⬚Buying decision	0.058	2,542	0.011	0.014	0.105	0.003
H9. Price⬚Lifestyle⬚Buying decision	0.022	1,012	0.311	-0.007	0.074	0.004
H10. Promotion⬚Lifestyle⬚Buying decision	0.060	1,896	0.058	0.011	0.131	0.003

Source: SmartPLS 4 Output (2023)

8. Eighth hypothesis (H8): It is recognized that lifestyle is a major mediating factor in the partial mediation of the indirect impact of product quality on purchasing decisions. The impact of product quality on purchasing decisions is mediated by lifestyle, according to the mediation t statistic (2.542) and p value (0.011 <0.05). However, according to Ogbeibu et al. (2020), lifestyle has a relatively small mediating effect at

the structural level (upsilon v = 0.003). With greater lifestyle changes, this mediation function can increase to 0.105 in 95% CI.

9. The ninth hypothesis (H9): Rejected, which states that lifestyle does not have a clear influence as a mediating factor in the indirect impact of price on purchasing choices. Lifestyle does not significantly mediate the relationship between price and purchasing decisions, according to the mediation t statistic (1.012) and p value (0.311 > 0.05).

10. The tenth hypothesis (H10): Rejected, which states that lifestyle does not have a clear mediation effect on the indirect influence of promotion on purchasing decisions. The p-value (0.058 > 0.05) and mediation t-statistic (1.896) indicate that there is no significant mediation effect of lifestyle between promotion and purchasing choices.

All things considered, the test results show that lifestyle only significantly influences the relationship between product quality and purchase decisions; lifestyle has no significant effect on the relationship between price and promotion and purchase decisions.

DISCUSSION

1. **Product quality affects lifestyle**

    Based on the results of the H1 hypothesis test, product quality is proven to have a positive influence on lifestyle. This finding is consistent with the theory of Engel, Blackwell, and Miniard in (Jannah Hasibuan et al., 2022) which states that consumers have varying levels of product knowledge, and this knowledge influences purchasing decisions. This explains that product quality can play a role in increasing consumer satisfaction, which in turn influences their lifestyle in choosing and purchasing products, which in turn can influence consumer lifestyles. Product quality plays a role in how consumers assess and choose products based on their preferences, which are related to their lifestyle(Sari & Ikhawana, 2019). Where, like someone whose lifestyle prioritizes quality. Consumers with a lifestyle that emphasizes quality will be more likely to choose products that are considered to have higher quality, such as Gayo coffee. The research findings show that lifestyle and product quality are closely related, with a p-value of 0.001 indicating a significant relationship. From this survey, it can be seen that respondents who are older or have higher incomes tend to buy or drink Gayo coffee every day because of its delicious taste and good product quality, thus encouraging people to continue buying it. The findings of this hypothesis test are consistent with previous research (Dirwan & Firman, 2023) which found that consumer lifestyle is significantly influenced by product quality, indicating that high-quality products influence customer loyalty and increase purchasing decisions.

2. **Price affects lifestyle**

    Based on the results of the H2 hypothesis test, where the p-value is 0.191 > 0.05 with a t-statistic of 1.309 < 1.97, it identifies that price does not affect consumer lifestyle in buying Gayo coffee in Medan. This finding may differ from the results of previous studies which showed that price has an effect on consumer lifestyle(Jannah Hasibuan et al., 2022). In this study, respondents from various age groups may tend to prioritize

product quality and the experience of consuming Gayo coffee, rather than just paying attention to price.

3. **Promotion influences lifestyle**

Promotion has a positive impact on lifestyle, according to the findings of the H3 hypothesis test. The results of the study, promotion of lifestyle received a significant p-value of (0.000) so that promotion has a direct effect on lifestyle. In this study, respondents from various age groups may have preferences from different motivations in choosing Gayo coffee. Young age groups, for example, tend to choose Gayo coffee because they want to follow modern lifestyle trends or adjust to the culture of hanging out in coffee shops(Hikmawan Siregar et al., 2023). Meanwhile, older age groups may prioritize the quality of taste or health benefits associated with Gayo coffee. The results of this study are also in line with previous studies (Rizal, 2023) states that promotions have a significant influence on consumer lifestyles.

4. **Product quality influences purchasing decisions**

Based on the results of the H4 hypothesis test, product quality has a positive effect on purchasing decisions, in this example, Gayo coffee products. The results of this hypothesis test support the idea of Kotler and Keller in (Jannah Hasibuan et al., 2022) that product quality is the main determinant of consumer interest in making purchases, with higher product quality meaning higher consumer interest. Based on the research results, there is a clear correlation between product quality and the decision to buy Gayo coffee, as evidenced by a fairly large p-value of 0.000. According to survey participants from various backgrounds, the main reasons they chose Gayo coffee over other coffee varieties were its unique taste, aroma, and production method. The results of the hypothesis test support previous research showing that product quality significantly influences consumer purchasing decisions (Purba, 2022) Previous research has shown that consumer interest in making purchases is positively influenced by product quality(Nindy et al., 2015).

5. **Price influences purchasing decisions**

Price has a positive effect on the choice to buy Gayo coffee, according to the results of the H5 hypothesis test. The results of this hypothesis test support the theory of Schiffman and Kanuk in (Desty et al., 2023) which states that consumer perceptions of prices, whether high, low, or reasonable, have a significant effect on their intention to buy and their level of satisfaction after making a purchase. According to the test results, the price of Gayo coffee has a significant effect on consumer satisfaction (p value 0.002), indicating that price directly affects the decision to buy. When compared to other coffee varieties, the majority of respondents in this survey stated that the competitive cost of Gayo coffee influenced their decision. Furthermore, other respondents stated that the price of Gayo coffee is quite affordable considering its high quality and distinctive taste, thus increasing their desire to buy it even though the price is more expensive than other coffee varieties.

The findings of this hypothesis test support previous studies that found that price significantly influences the decision to buy, at least in part.

6. **Promotions influence purchasing decisions**

Promotion has a positive influence on purchasing decisions for Gayo coffee products, based on the results of the H6 hypothesis test. The results of the test support the idea of Kotler and Keller (Rizal, 2023) which states that the most effective way to attract, retain, and even persuade consumers to buy is through promotion. Promotion has a direct influence on purchasing decisions for Gayo coffee, based on the results of the study which showed a significant p value of 0.000. When participants in this study were aware of promotions either through advertisements, discounts, or recommendations from friends, they tended to be more interested in buying Gayo coffee(Harisno & Herby, 2018). Promotions that emphasize product quality and offer prizes such as loyalty programs or discounts attract customers to try Gayo coffee and give them more confidence when making purchases. This shows how important promotion is to increase customer interest. This implies that more promotional activities can lead to more purchases from customers (Mushoffa & Fadli, 2023).

7. **Lifestyle influences purchasing decisions**

Based on the results of the H7 hypothesis test, lifestyle has a positive effect on the decision to purchase Gayo coffee. According to Kotler and Keller's in (Mushoffa & Fadli, 2023) idea, a person's lifestyle includes their interests, hobbies, and beliefs. This shows that customers will want to buy a product if they find the product interesting or attractive(Hamdani, Widiasih, Gumilar, Herlianti, & Setiana, 2023). With a p-value of 0.007, respondents in this study showed that lifestyle significantly influenced their decision to buy Gayo coffee. Many respondents stated that drinking Gayo coffee is part of their lifestyle, especially for those who value quality, the experience of drinking coffee, and the social trends that are developing in their environment (СЯ, 2023).

8. **Product quality with lifestyle as a mediating variable influences the decision to purchase Gayo coffee**

Based on the results of the H8 hypothesis test, lifestyle acts as a mediating variable in the indirect relationship between Gayo coffee purchases and product quality. The p-value in this study is 0.011 and the t-statistic of mediation is 2.542. This indicates that this hypothesis is supported, indicating that product quality significantly influences purchasing decisions in a beneficial way through lifestyle. By using lifestyle as a mediating variable, this study shows how product quality influences the decision to purchase Gayo coffee.

9. **Price and lifestyle as mediating variables influence purchasing decisions of Gayo coffee**

The results of the H9 hypothesis test indicate that lifestyle does not have a clear mediating effect on how much price influences the decision to purchase. In other

words, lifestyle acts as a mediator and price has no effect on the decision to purchase Gayo coffee. The high p-value and low t-statistic indicate that lifestyle does not have enough mediating power to substantially influence the purchase decision. By using lifestyle as a mediating variable, this study found no evidence that price has an impact on consumers' decisions to purchase Gayo coffee.

10. **Promotion with lifestyle as a mediating variable influences the decision to purchase Gayo coffee**

Based on the results of the H10 hypothesis test, lifestyle does not have a clear mediating effect on how promotions affect consumer purchasing decisions. In other words, lifestyle acts as a mediator between promotions and purchasing choices. The fact that the p-value is higher than 0.05 and the t-statistic is not high enough indicates that lifestyle has a fairly weak mediating role in this relationship. Promotions are not proven to have an impact on purchasing decisions for Gayo coffee in this study using lifestyle as a mediating variable.

D. CONCLUSION

Based on the results of the research that has been conducted, the following conclusions can be drawn: Product quality has a positive and important influence on lifestyle. This shows how consumers' lifestyle choices in choosing Gayo coffee products can be influenced by product quality, Price does not really affect lifestyle. Consumer lifestyles are not directly affected by changes in Gayo coffee prices. Promotions have a positive and important influence on lifestyle when buying Gayo coffee. Promotions can improve consumer lifestyles regarding Gayo coffee products. The decision to purchase Gayo coffee in Medan is influenced positively and significantly by product quality. This shows how customers can be asked to buy Gayo coffee based on product quality. When purchasing Gayo coffee in Medan, lifestyle has a positive and large influence. Customers will be encouraged to buy Gayo coffee because of the lifestyle created by the quality of the product and its advertising. By using lifestyle as an intermediary, promotions do not have a real impact on the choice to buy Gayo coffee in Medan. The impact of promotions on purchasing decisions is not mediated by lifestyle. Overall, the research findings show that lifestyle and purchasing decisions are significantly influenced by product quality and advertising, while price does not have a significant influence either directly or indirectly through lifestyle.

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