

The Influence of Online Customer Reviews and Lifestyle on Purchasing Decisions at Coffee Shops in Denpasar with Purchase Intention as a Mediating Variable

Agung Widia Mila Febriyanti¹, Ni Wayan Eka Mitariani², I Gst. Ngr Bagus Gunadi³

^{1,2,3}Universitas Mahasaraswati.

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Abstract - The study aims to determine the influence of online customer reviews and lifestyle on purchasing decisions at coffee shops in Denpasar, with purchase intention as a mediating variable. The population in this study were all coffee shop consumers in Denpasar. Sampling was determined using the Hair formula, resulting in a sample of 130 respondents. Data collection was conducted using questionnaires, interviews, and documentation. Data analysis was conducted using path analysis. The results of the analysis show that online customer reviews have a positive and significant effect on purchasing intentions at coffee shops in Denpasar, lifestyle has a positive and significant effect on purchasing intentions at coffee shops in Denpasar, online customer reviews have a positive and significant effect on purchasing decisions at coffee shops in Denpasar, lifestyle has a positive and significant effect on purchasing decisions at coffee shops in Denpasar, and purchase intention has a positive and significant effect on purchasing decisions at coffee shops in Denpasar. Online customer reviews have a positive and significant effect on purchasing decisions at coffee shops in Denpasar, with purchase intention as a mediating variable, and lifestyle has a positive and significant effect on purchasing decisions at coffee shops in Denpasar, with purchase intention as a mediating variable.

Keywords - Online Customer Reviews, Lifestyle, Buying Interest and Purchase Decisions.

I. INTRODUCTION

In today's technological era, every company faces intense competition. This is due to technological advancements that have enabled target markets to access information about desired products. On the other hand, there is also an increasing number of competitors in today's businesses, not to mention the ability of companies or competitors to reach larger markets. This situation makes competition even fiercer, as they compete not only with competitors in the same location but also with competitors from different locations. Every company is required to satisfy customers by providing better offers and services, considering that companies must be able to maintain their market position amidst increasingly fierce competition (Tjiptono and Chandra, 2021:47). Factors that must be considered to win this competition are purchasing decisions. Tjiptono (2021:22) says that consumer behavior involves purchasing decisions. Buying decisions is a phase in shopping decision process after and before buying behavior. When proceeding to the buying decision stage, the buyers have a number of options, hence at the purchasing decision stage, consumers will act by optimizing that they will make a decision to purchase a product based on what they have decided previously. The decision-making process will depend on consumer behavior in making a purchase. Each consumer or consumer should define his or her needs as per his or her wishes then, should inform themselves of the product and should make their considerations and decisions about which product they should decide to purchase or make use of.

Customers online reviews are one of the factors that affect the buying decision. Farki & Baihaqi (2021:2) believe that online customer reviews are an opinion directly expressed by an individual and cannot be taken as an advertisement. One of the factors that influence the purchasing process of a person is reviewing. Perceptions and credibility are influenced by quality of information in the online customer reviews that the consumer writes.

Consumers have a wide choice in the online space of shopping and the consumers do not have much choice in having direct information regarding the product as one cannot feel or touch the product in the online space. In order to overcome this weakness, online customer reviews are established and may proffer the relevant information to the consumers. They are claimed to be relevant due to the fact that online customer reviews are done on a voluntary basis by the consumers who have actually purchased the product.

A research study by Maulida et al. (2022), Puspita et al. (2022), Yonas (2024), and Sari (2024) reported that customer reviews establish a positive impact on the purchasing behavior. This is as opposed to concepts expressed in a study conducted by Triana (2024), which established that customer reviews on the internet do not positively or negatively influence buying decisions. Another factor that influences purchasing decisions is lifestyle. According to Laksono and Iskandar (2021:157), lifestyle is a person's attitude in describing a real problem that exists in their mind and tends to combine various things related to psychological and emotional problems or can also be seen from what they are interested in and their opinions about an object. Meanwhile, according to Al Shabiyah (2021:108), lifestyle is how a person lives their life, including what products they buy, how they use them, and what they think and feel after using the product. Lifestyle is related to the actual reaction to purchases that consumers make. Research conducted by Vania et al. (2021), Aristayasa et al. (2021), Alamsyah and Cahyono (2021), and Dinata and Kasanah (2022) stated that lifestyle has a positive effect on purchasing decisions. In contrast to research by Nasution et al. (2021), which stated that lifestyle has no effect on purchasing decisions.

Due to inconsistent research results, this study added a mediating variable. The mediating variable used in this study was purchase intention. Kotler and Keller (2021:137) state that purchase intention is a consumer behavior that emerges in response to an object that indicates a person's desire to make a purchase. Purchase intention (willingness to buy) is part of the behavioral component of consumer attitudes. Consumer purchase intention is the stage where consumers form their choices among several brands included in the choice set, then ultimately make a purchase of their most preferred alternative, or the process consumers go through to purchase a product or service based on various considerations. Research conducted by Badri and Safitri (2021), Gaol et al. (2021), Kedaton et al. (2022), and Nurwulandari et al. (2023) stated that purchase intention has a positive effect on purchasing decisions. This contrasts with research conducted by Meli et al. (2022), which stated that purchase intention has no effect on purchasing decisions.

Several factors influence purchase intention, one of which is online customer reviews. According to Banjarnahor et al., (2021:181), online customer reviews are information that companies consider credible and trustworthy to help consumers make product decisions. One potential drawback of online customer reviews is that if the sender and recipient of the online customer review are people who know each other, the resulting information is more accurate. However, if the sender and recipient are people who do not know each other, the possibility of receiving inaccurate information is higher. Research by Permatasari and Santosa (2021), Waluyo (2022), Aziz and Budiarti (2023), and Halimah (2024) states that online customer reviews have a positive effect on purchase intention. This contrasts with research by Ngadimen and Widyastuti (2021), which states that online customer reviews have no effect on purchase intention.

Another factor influencing purchasing interest is lifestyle. According to Sunarto (2022; 93), lifestyle reflects how people live, how they spend their money, and how they allocate their time. The lifestyle dimension classifies consumers based on their AIO activities, interests, and opinions. Simply put, lifestyle is defined as "how a person lives." Lifestyle is used to describe three different levels of a person's accumulation: individual, small group, and larger group of people in correlation or interaction. Lifestyle explains a person's life, how they allocate their finances, and how they spend their daily time. Research conducted by Agustin and Amron (2022), Sarah and Elvina (2021), Muhamad (2024), and Nata and Budiart (2024) found that lifestyle has a positive effect on purchasing interest. This contrasts with research by Ayu et al. (2021), which found that lifestyle has no effect on purchasing interest.

The coffee shop business in Indonesia continues to grow in various locations, from remote villages to urban areas. Currently, there are 10,000 coffee shops and this growth is predicted to continue until 2030, with total

revenue from the coffee shop business sector reaching 4.16 billion rupiah annually (Putra, 2021). Currently, the trend of hanging out in a coffee shop is very popular, from women and men, young and old. This trend certainly presents certain business opportunities for coffee shop business owners and prospective business owners. This is evidenced by data obtained from Databoks (2023), where national coffee consumption from 2020 to 2022 continued to increase, while in 2023 it decreased by 7,055 tons. The coffee shop business in Denpasar itself is also experiencing rapid growth. This is evident in the increasing number of coffee shops in Denpasar each year. In 2020, the number of coffee shops operating in Denpasar City was 48, which then increased to 63 in 2021. In 2022, this number increased to 87, and in 2023, it increased again to 168 (BPS Bali, 2025). This condition indicates a significant increase in the number of coffee shops in Denpasar.

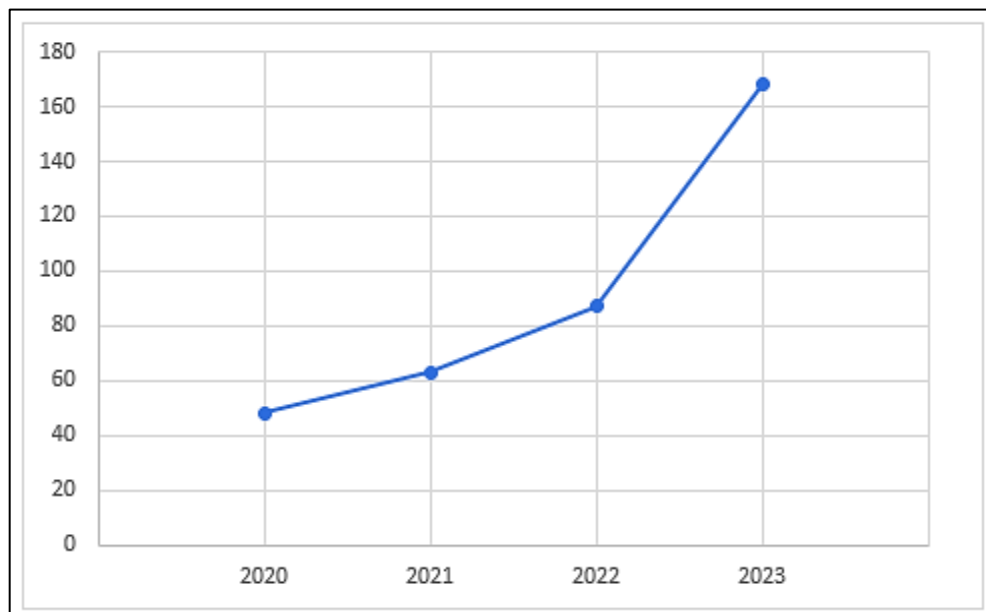


Figure 1. The Development of the Number of Coffee Shops in Denpasar in 2020-2023

Source: BPS Bali (2025)

The increase in the number of coffee shops has not been accompanied by optimal purchasing decisions. Purchasing decisions are a crucial factor that needs to be considered in coffee shop operations in Denpasar. However, in reality, purchasing decision issues still occur in coffee shops in Denpasar, indicating that the majority of consumers disagree with the statement regarding purchasing decisions, indicating that purchasing decisions are less than optimal and need to be improved. Consumers feel that the food they purchased does not meet their expectations due to poor taste and slow service.

In addition to these issues, there are also online customer reviews of Coffee Shops in Denpasar, which can be seen from reviews from several consumers who feel the coffee they ordered has a less than delicious taste and some consumers also complain about slow service. In addition, consumers also complain that the service provided by Coffee Shops in Denpasar is less friendly and makes consumers feel uncomfortable when visiting. In addition, there is also a problem of purchasing interest, which can be seen from the results of a pre-survey of purchasing interest conducted with 30 consumers, most of whom feel less interested in purchasing Coffee Shops in Denpasar. Therefore, based on the things that have been done in previous research as a comparison and several other research results as support, the author is interested in conducting research on the Influence of Online Customer Reviews and Lifestyle on Purchasing Decisions at Coffee Shops in Denpasar with Purchase Intention as a Mediating Variable.

II. RESEARCH METHODS

This research employs both quantitative and qualitative research methods in attaining the objectives. This study study population was the entire coffee shop consumers in Denpasar. A sample size of 130 respondents was arrived at based on Hair formula sampling. The methods of data collection included the use of questionnaires, interviews, and documentation. Path analysis was used to analyse data.

III. RESULTS AND DISCUSSIONS

This study uses direct and indirect effects in hypothesis testing. In an effort to verify the hypotheses, results of SmartPLS 3.0 data processing are presented graphically, as presented in Figure 2 below:

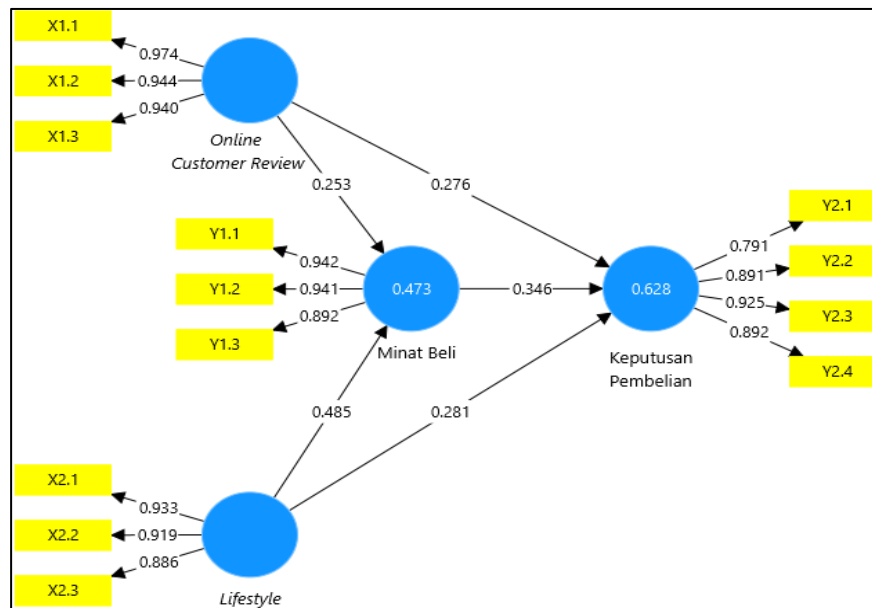


Figure 2. Path Diagram of the Relationship Between Variables

According to the findings of the data processing performed with a program called SmartPLS3.0, and Figure 1 gives the description of the data processing it is possible to draw a table on the relationship between the variables as in Table 1 below.

Table 1. Relationship Between Variables

	Original sample (O)	T statistics	P values
Online Customer Review -> Purchase Interest	0.253	2.385	0.019
Lifestyle -> Purchase Interest	0.485	4.699	0.000
Online Customer Review -> Buying decision	0.276	2.802	0.006
Lifestyle -> Buying decision	0.281	3.245	0.001
Purchase Interest -> Buying decision	0.346	5.136	0.000
Online Customer Review -> Purchase Interest -> Buying decision	0.088	2.302	0.023
Lifestyle -> Purchase Interest -> Buying decision	0.168	3.289	0.001

Source: Processed data, 2025

Based on Table 1, the testing of the relationship between variables can be described as follows:

A. The Influence of Online Customer Reviews on Purchase Intention

Results of the analysis findings reveal a path coefficient (0.253), t-statistic coefficient score (2.385) and a significant value of $0.019 < 0.05$ indicating that online customer reviews will produce significant positive effect on purchase intention. The results of these tests confirm hypothesis 1 (H1), saying that online customer reviews influence the intention of purchase positively.

B. Influence of Lifestyle on Purchase Intention

The result of the analysis shows that the path coefficient is 0.485 with t-statistic coefficient of 4.699 and the significance is $< 0.05 = 0.000$ thus showing that lifestyle has significantly positive impact on purchasing interest. These test findings confirm hypothesis 2 (H2) which is that lifestyle positively influences buying interest.

C. The Influence of Online Customer Reviews on Purchasing Decisions

The results of the analysis indicate a path coefficient of 0.276, a t-statistic coefficient of 2.802 and a significance value < 0.05 of 0.001, implying that online customer reviews have a significant and a positive impact on

customer buying decisions. These test statistics confirm hypothesis 3 (H3) which assumes that online customer reviews influence purchasing decision positively.

D. Influence of Lifestyle on Purchasing Decisions

The results of the analysis provide a path coefficient of 0.281 and a t-statistic coefficient of 3.245 whose significance value is $0.001 < 0.05$ showing that there is a positive and significant influence of lifestyle on purchase decisions. These test results support hypothesis 4 (H4) which is that lifestyle influences largely positively on purchase decision.

E. Influence of Purchase Interest on Purchase Decisions

According to the results of the analysis, the path coefficient, which is represented by 0.346, is positively significant (t-statistics coefficient equals 5.136; significance $0.000 < 0.05$). These results of these tests demonstrate that hypothesis 5 (H5), according to which purchase intention produces a positive effect on making a purchasing decision, is accepted.

F. The Influence of Online Customer Reviews on Purchasing Decisions Through Purchase Intention

The test outcomes deliver a path coefficient, t-statistic of 0.088 coefficient of 2.302 and significance level of $0.023 < 0.05$, which depicts the effect of online customer reviews to purchase decision is positive and significant with the role of purchasing intention. The hypothesis 6 (H6) is proved based on these test results because it implies that online customer reviews positively influence purchasing decisions via purchase intention.

G. Influence of Lifestyle on Purchasing Decisions Through Purchase Intention

Analysis results retrieved indicate that the coefficient value of path coefficient = 0.168 and t-statistic coefficient value = 3.289 and value of significance = $0.001 < 0.05$ reveals that lifestyle significantly has a positive impact on the purchasing decision through the purchase intention. These test results prove hypothesis 7 (H7), which states that lifestyle has a positive effect on performance through accepted purchase intention.

IV. CONCLUSIONS AND RECOMMENDATIONS

Based on findings of the research done so far in Coffee Shop in Denpasar, it is possible to conclude that online customer reviews had positive and significant impact on purchasing interest in Coffee Shop in Denpasar, lifestyle had positive and significant impact on purchasing interest in Coffee Shop in Denpasar online customer reviews had positive and significant impact on purchasing decisions in Coffee Shop in Denpasar, lifestyle had positive and significant impact on purchasing decisions in Coffee Shop in Denpasar and purchasing interest had positive and significant impact on purchasing decisions in Coffee Shop in Denpasar. Customer review in the online environment positively and significantly impacts purchasing decisions in Coffee Shop in Denpasar with purchasing interest as a mediating variable and lifestyle positively and significantly influences purchasing decisions in Coffee Shop in Denpasar with purchasing interest as a mediating variable.

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