

HOW STRONGLY DO HEDONISM AND SOCIAL VALUES INFLUENCE CONSUMERS' ATTITUDES AND PURCHASE INTENTION? EMPIRICAL EVIDENCE FROM VOSCO COFFEE

Rohima¹, Widiya Dewi Anjaningrum²

Faculty of Economics and Business, Institut Teknologi dan Bisnis Asia Malang
email: widiya.dewi.a@gmail.com

ABSTRACT

Indonesia has achieved fourth in the global coffee production ranking, witnessing a 4.04% rise in coffee consumption, reaching an unprecedented level of 5 million bags (60 kg each) in 2020/2021. This surge has attracted numerous young entrepreneurs to the thriving coffee industry, especially in the burgeoning coffee shop sector. Cities such as Jakarta, Surabaya, and Medan, as well as educational hubs like Malang, are experiencing a proliferation of coffee establishments, creating new opportunities for the industry. This research aims to thoroughly assess how hedonism and social values influence customer attitudes and purchasing intentions, with a detailed examination of the mediating role of customer attitudes. The study focuses on Vosco Coffee consumers in Malang, with a carefully selected sample of 180 respondents using accidental sampling technique. Quantitative data collected through well-designed questionnaires underwent rigorous analysis using the Partial Least Square (PLS) method. The empirical findings emphasize that hedonism and social values directly, positively, and substantially impact consumer attitudes and purchase intentions. Notably, a resilient customer attitude significantly enhances purchasing intentions. This study encourages future researchers to conduct more comprehensive investigations into the factors shaping consumer attitudes and purchase intentions in this context.

Keywords: Hedonism, Social Value, Consumer's Attitude, Purchase Intention

INTRODUCTION

Based on data from the International Coffee Organization (ICO), Indonesia ranks among the top ten coffee-producing nations globally, securing fourth after Brazil, Vietnam, and Colombia, with a production of 11.95 million sacks in 2021 (Dihni, 2021). Coffee holds significant popularity in Indonesia, evidenced by substantial consumption rates. ICO data reveals that coffee consumption in Indonesia reached 5 million 60-kilogram bags in 2020/2021, marking a 4.04% increase compared to the previous period and reaching the highest level in the last decade (Mahmudan, 2022). This surge is attributed to a societal trend where individuals increasingly choose to spend their time and conduct transactions in coffee shops (Dandi et al., 2023). Recognizing this trend as a lucrative business opportunity, many young entrepreneurs are capitalizing on the growing coffee shop industry, which has recently gained popularity (Barus, 2020). Coffee shops serve as social spaces for individuals to gather and unwind while enjoying coffee (Maryani et al., 2020). This burgeoning trend is observed across various regions in Indonesia, particularly in major cities such as

Jakarta, Surabaya, Medan, and the education-centric Malang City, where coffee shops are becoming more prevalent (Chandra & Fadjar, 2023). One notable coffee shop in Malang City is Vosco Coffee.

Vosco Coffee, the inaugural venture affiliated with the Vosco Group, established in 2012, amalgamates the coffee shop paradigm with a big bike showroom. The primary emphasis lies in curating diverse coffees with distinct flavors, underscored by the venue's visually appealing design and elevated aesthetics. The proliferation of coffee shops in Malang is visible the number has reached 500 shops (Amar, 2023). The tight competition can also be seen from around 60 coffee shops competing to win customers along the 300-meter stretch of Jl. Tombro Fish (Chandra & Fadjar, 2023). In facing competition like this, strategic steps are necessary for the business world (Sari & Halim, 2022). Competitive strategy is important to navigate environmental challenges for the company's benefit (Kuntjoroadi et al., 2009) in (Wijaya, 2017). Among the important components of competitive strategy, marketing management emerges prominently (Nofiani & Mursid, 2021). Marketing management includes analysis,

planning, implementation, and supervision of all activities or programs to achieve mutually beneficial exchanges with target buyers in line with organizational goals (Philip et al., 1999) in (Rahmawati & Hidayah, 2021). At the heart of marketing management is the consideration of consumer behavior, which offers insight into the factors that influence customer preferences and choices (Djati, 2020). The Theory of Planned Behavior (TPB) (Ajzen, 1985) in (Herawati, 2019) serves as a valuable framework for investigating purchase intentions. This theory combines subjective norms, attitudes, and perceived behavioral control (Ajzen, 1991) in (Amalia & Darmawan, 2023), becoming the basis for analyzing the impact of behavior on purchase intentions. Purchase intention, defined as a customer's willingness to purchase, increase, and persist in using a particular brand (Irshad, 2012) in (Rita & Nabilla, 2022), can be realized automatically when consumers show interest and respond positively to the offers presented by the seller (Nasfi et al., 2023).

One determining factor influencing the tendency to make purchases is hedonism (Daulay & Handayani, 2021). Hedonism is a lifestyle where pleasure becomes a person's life goal (Hafsyah, 2020). Existing research, such as that conducted by (Chen et al., 2020) and (Handayani et al., 2020), consistently shows a positive correlation between hedonism and purchase intention. This association is further supported by the findings of (Izmi, 2021), which confirm the substantial positive impact of hedonism on purchase intentions. However, different results emerged from research (Novitasari & Cuandra, 2023) regarding online shoppers in Batam City. Their research showed that hedonic motives did not significantly influence purchase intentions, which suggests that consumers who have positive attitudes toward online shopping may not be influenced by hedonic factors when making purchase decisions. Another research gap identified in (Pranatika, 2022) study revealed no real relationship between hedonism and repurchase intentions, thus suggesting that hedonism may not significantly strengthen or weaken the relationship between purchase intentions and subsequent repurchases.

Research conducted (Shi et al., 2022) shows that social values significantly affect purchase intentions. Social values are general habits that become a benchmark for behavior in community groups (Mutiani, 2019) in (Barasa et al., 2022). Several other researchers, such as (Wijayanti & Budiarti, 2023), purchase intentions. An empirical gap occurs in research (Amalia &

Darmawan, 2023), which explains that social values do not significantly affect purchasing intentions. Differences in demographic characteristics cause this gap.

Previous research findings indicate an empirical disparity between hedonism and social values about Purchase Intentions. This underscores the need for mediating factors, and consumer attitudes emerge as a potential mediator. Research conducted by (Vijayan & Oo, 2022) strengthens this by highlighting the importance of attitude mediation in the influence of hedonism on purchase intentions among social media users in Malaysia. Their findings revealed a positive relationship between hedonism and attitudes. Apart from that, research conducted by (Novitasari & Cuandra, 2023) also explains that hedonism positively and significantly affects consumer attitudes.

Research conducted by (Sinta Wahyuni & Sri Darma, 2019) demonstrates that social values significantly positively impact attitudes. Moreover, attitudes towards mobile advertising are identified as a mediator in the relationship between social values and buying intention, specifically within the context of Instagram.

A prior investigation by (Purwantini & Tripalupi, 2021) revealed that attitudes play a pivotal role in influencing purchase intention. Furthermore, studies by (Amalia & Darmawan, 2023), and (Pandey & Yadav, 2023) support this notion, emphasizing the positive effect of attitudes on purchase intention. Additionally, research by (Cabeza-Ramírez et al., 2022) provides evidence that attitudes significantly influence purchase intention. Building on these findings, the research results of (Novitasari & Cuandra, 2023) indicate a significant positive relationship between attitudes and purchase intention.

Given this context, the primary aim of this study is to investigate (1) the influence of hedonism on consumer purchase intention within the Vosco Coffee setting, (2) the impact of social values on consumer purchase intention at Vosco Coffee, (3) the influence of hedonism on consumer attitudes at Vosco Coffee, (4) the impact of social values on consumer attitudes at Vosco Coffee, (5) the influence of consumer attitudes on purchase intention at Vosco Coffee, (6) the role of consumer attitudes as a mediating factor in the relationship between hedonism and purchase intention at Vosco Coffee, and (7) the role of consumer attitudes as a mediating factor in the relationship between social values and purchase intention at Vosco Coffee.

The proposed hypotheses for this study are outlined as follows: (1) The purchase intention of

Vosco Coffee consumers is significantly affected by their hedonistic lifestyle, (2) Social values significantly impact the purchase intention of Vosco Coffee consumers, (3) A hedonistic lifestyle significantly shapes consumer attitudes, (4) Social values significantly shape consumer attitudes, (5) Consumer attitudes significantly shape purchase intention, (6) Consumer attitudes play a significant mediating role in the impact of a hedonistic lifestyle on purchase intention, and (7) Consumer attitudes play a significant mediating role in the impact of social values on purchase intention.

RESEARCH METHOD

This study employed a quantitative methodology, utilizing offline questionnaires with a 5-point Likert scale. Following the guidelines of (Hair et al, 2013) in (Anjaningrum et al., 2023), the minimum sample size was ten times the number of indicators used to measure the research variables. Consequently, the research engaged a sample of 180 consumers of Vosco Coffee in Malang who were selected using accidental sampling technique.

Hedonism (X1) is measured through 3 indicators, namely: (X11) trend participation (Nurazijah et al., 2023), (X12) pleasure, and (X13) quality of life (Amalia & Darmawan, 2023). Social Value (X2) is measured through 4 indicators, namely: (X21) feeling more appreciated, (X22) feeling more accepted by society, (X23) improving other people's views, (X24) making a better impression of oneself (Amalia & Darmawan, 2023). Consumer attitudes (Y1) are measured through 6 indicators, namely: (Y11) desire, (Y12)

useful (Amalia & Darmawan, 2023), (Y13) behavioral beliefs, (Y14) outcome evaluation (Azjen, 2012) in (Susanto & Sahetapy, 2021), (Y15) good decision, (Y16) wise decision (Amalia & Darmawan, 2023). Meanwhile, Purchase Interest (Y2) is measured through 5 indicators, namely: (Y21) wants to own the product, (Y22) is interested in trying, (Y23) is considering buying, (Y24) is interested in looking for information about the product, (Y25) wants to know about the product (Widjaja & Alexandra, 2019).

The analysis of the gathered data involved the application of Partial Least Squares (PLS) using Smart PLS software version 4.0.9.6. A critical evaluation of a research hypothesis occurred following a comprehensive examination of external and internal measurement models. This evaluation included testing the hypothesis by assessing the t-statistic value and p-value (Garson, 2016) in (Putri & Anjaningrum, 2022).

RESULT AND DISCUSSION

Result

A total of 180 research respondents, based on gender, showed that most Vosco coffee consumers were women, reaching 55%, while only 45% were men, as seen in Figure 1. Vosco Coffee is known as a coffee shop with a high aesthetic concept that is Instagrammable. Equipped with coffee with strong characteristics and a varied menu of non-coffee drinks and food, this has triggered high consumer interest, especially in the female segment.

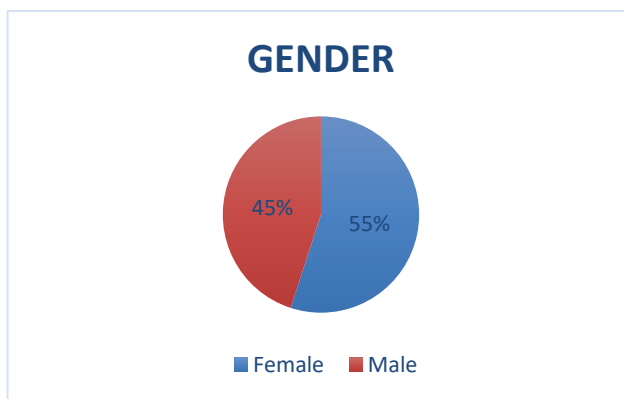


Figure 1
Frequency Distribution of Respondents' Gender

Based on age, 45% are 35-43 years old, 35% are 26-34 years old, 10% are 17-25 years old, and 10% are over 43 years old as seen in Figure 2. The dominance of aged consumers 35-46 shows that adults tend to have a high hedonism factor, where they seek experiences of enjoyment and relaxation through consuming cafe products in a comfortable atmosphere. Apart from that, cafes are

also a place to fulfill social values, such as gathering with friends or establishing social relationships, creating an environment that supports their social needs. Not only are cafes a place to socialize, but they also offer facilities for working, allowing them to combine productivity with comfort, which is an extra attraction for

consumers who want to work while enjoying the relaxed atmosphere of the cafe.

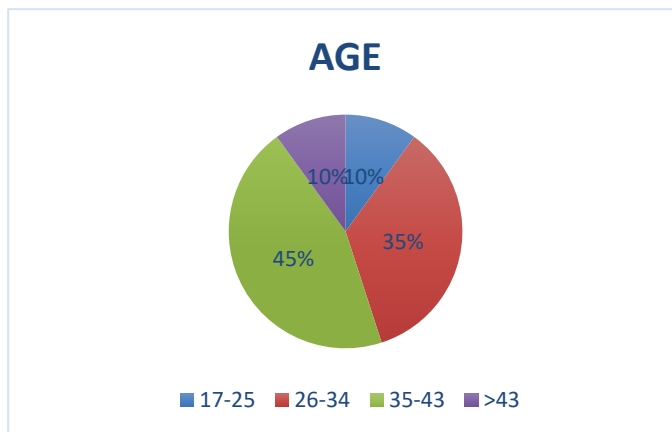


Figure 2
Respondent Age Frequency Distribution

Based on the analysis of the respondents' status, it can be concluded that 65% are married, while the remaining 35% are not, as seen in Figure 3. Married individuals tend to have a more stable source of income, allowing them to plan social activities, including visiting cafes, without

worrying about excessive financial problems. Cafes are considered an effective place to reduce stress for married consumers. Apart from that, the atmosphere and menu offered by Vosco Coffee are considered very suitable for adults, especially those who are married.

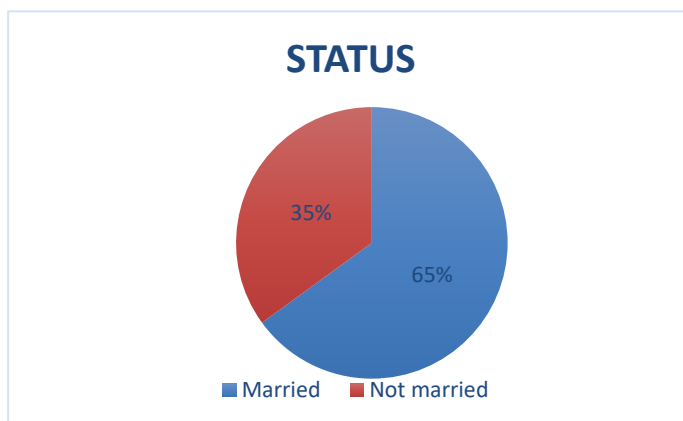


Figure 3
Frequency Distribution of Respondent Status

Based on the type of work, 45% of respondents are entrepreneurs, 15% private employees, 15% civil servants, 10% TNI/POLRI, 5% students, and 10% other workers, where the majority who choose others are homemakers, as

seen in picture 4. Business people tend to have the habit of meeting or working informally outside the office, one of which is in a cafe, because the atmosphere is relaxed and supports more creative collaboration.

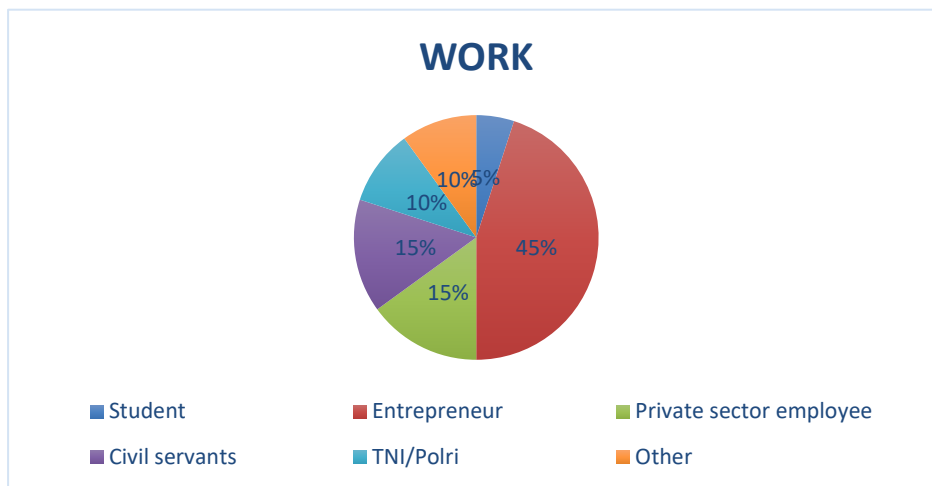


Figure 4

Frequency Distribution of Respondents' Occupations

Meanwhile, based on monthly income, 15% of respondents had an income of Rp. 3,000,000- Rp. 5,999,000 per month, 20% of respondents have an income of Rp. 6,000,000- Rp. 8,999,000 per month, 30% of respondents have an

income of Rp. 9,000,000- Rp. 11,999,000 per month, 25% of respondents have an income of Rp. 12,000,000- Rp. 14,999,000 per month, and 10% of respondents had an income of more than Rp. 15,000,000 per month, as seen in Figure 5.

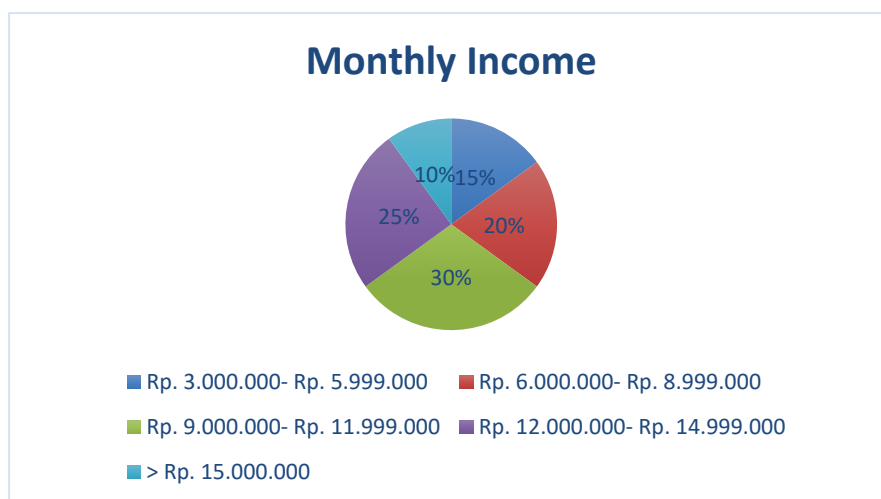


Figure 5

Frequency Distribution of Respondents' Monthly Income

Dominance is manifested in respondents who earn a monthly income in the range of Rp. 9,000,000 to Rp. 11,999,000, exceeding the Regional Minimum Wage (UMR). The existence of a financial surplus as a result of income above the minimum wage is believed to strengthen respondents' tendency to increase their purchasing intentions for cafe products.

The Appraisal of External Model

Validity and reliability are crucial for each item within the instrument assessing latent constructs. In PLS-SEM, validity is affirmed when the loading factor value exceeds 0.7 and the Average Variance Extracted (AVE) is greater than 0.5. Reliability is assured when Cronbach's Alpha

value is above 0.6, and the Composite Reliability surpasses 0.8 (Garson, 2016) in (Anjaningrum & Moko, 2023). The loading factor value, found on the link between the latent and manifest construct without brackets, represents the connection strength. Values within brackets denote the t-statistics value for the external model. Meanwhile, the values on the links between latent constructs, not in parentheses, indicate standard coefficient values signifying positive or negative relationships between exogenous and endogenous latent constructs. Values within brackets in this context represent p-values. A comprehensive explanation of these measures will be provided in the Hypothesis Testing section. The R-Square value,

presented as a blue round symbol, will be further

elucidated in the Internal Model Appraisal section.

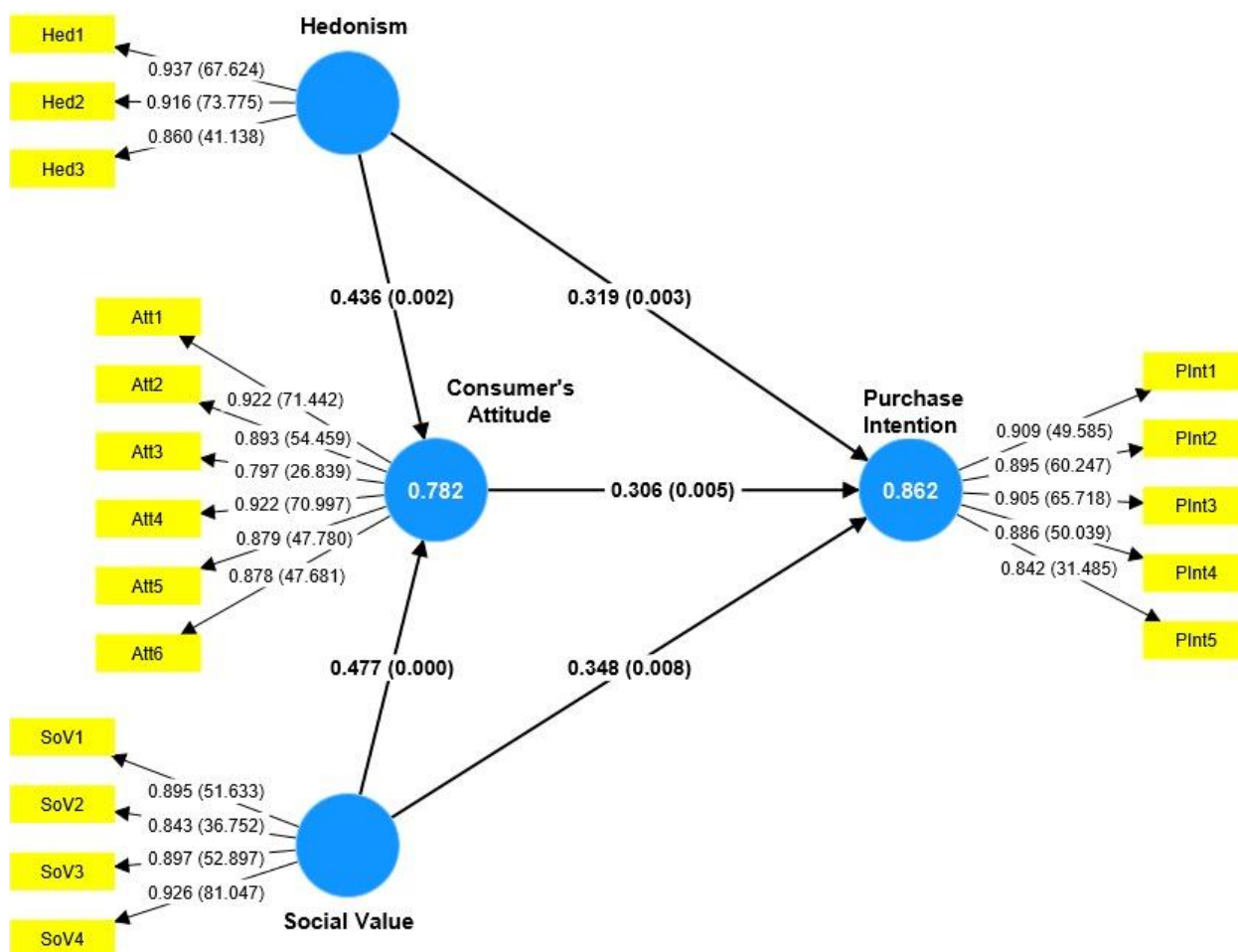


Figure 6. PLS-SEM Structural-Model

Source: SmartPLS-vers.4.0.9.6-output (2023)

The loading factor data illustrated in Figure 6 reveals that all loading factor values exceed 0.7, establishing the validity of the research instrument for measuring latent constructs. Concurrently, the AVE values in Table 1 further affirm the instrument's validity, as each latent construct exhibits an AVE value surpassing 0.5.

Additionally, the reliability of the research instrument is substantiated by the Cronbach's-Alpha (CA) and Composite-Reliability (CR) values. These values confirm the instrument's reliability, with each latent construct demonstrating a Cronbach's-Alpha value exceeding 0.6 and a Composite Reliability value surpassing 0.8.

Table 1. Reliability and Validity Measurement

	CA	CR-(rho_a)	CR-(rho_c)	(AVE)
Hedonism (X1)	0.888	0.889	0.931	0.818
Social Value (X2)	0.913	0.915	0.939	0.794
Consumer's Attitude (Y1)	0.943	0.944	0.955	0.780
Purchase Intention (Y2)	0.932	0.935	0.949	0.788

Source: SmartPLS-vers:4.0.9.6-Output (2023)

The Appraisal of Internal Model

R-square (R2) and Goodness of Fit (GoF) tests assess the structural model's effectiveness in this segment. (Chin's, 1998) in (Anjaningrum & Moko, 2023) said that an R-square value of 0.67 signifies a robust impact of the exogenous latent construct on the endogenous, 0.33 implies a moderate effect, and 0.19 indicates a weak effect.

Upon scrutinizing Figure 6, the PLS-SEM Structural Model discloses a Consumer's Attitude R-square of 0.782, signifying that Social Value and Hedonism collectively strongly influence 78.2% of Consumer's Attitude. Furthermore, the Purchase Intention R-square of 0.862 suggests that Hedonism, Consumer Attitude, and Social Value strongly influence 86.2% of Purchase Intention.

Based on (Tenenhaus, 2004) in (Anjaningrum & Moko, 2023), the GoF value= $\sqrt{AVE \times R^2}$.

GoF Consumer's Attitude
 $=\sqrt{0.780 \times 0.782} = 0.780$

GoF Purchase Intention
 $=\sqrt{0.788 \times 0.862} = 0.832$

The structural model aligns with real-world conditions if the value is equal to or greater than 0.38, as per the value equal to or greater than 0.38 (Tenenhaus, 2004) in (Anjaningrum & Moko, 2023).

Hypotheses-Testing

The t-test plays a pivotal role in hypothesis testing within this research endeavor. Significance is attributed to instances where the t-statistics value surpasses 1.96, and the p-value falls below the 0.05 threshold, indicating a noteworthy impact of the exogenous construct on the endogenous counterpart. The original sample value (O), the path coefficient, indicates the directional influence—positive or negative. Figure 6 elucidates the findings extracted from SmartPLS software, specifically spotlighting the Hypothesis Test results within the context of the PLS-SEM Structural Model. For a meticulous dissection of this data, Table 2 furnishes a detailed and comprehensive breakdown of the Hypotheses Measurement.

Table 2. Hypotheses-Testing-Results

Latent-Constructs-Relationships	P	T statistics	P values	Inference	
Direct-Effects					
Hedonism (X1) -> Purchase Intention (Y2)	0.319	2.957	0.003	Positive Significant	H1 Supported
Social Value (X2) -> Purchase Intention (Y2)	0.348	2.644	0.008	Positive Significant	H2 Supported
Hedonism (X1) -> Consumer's Attitude (Y1)	0.436	3.093	0.002	Positive Significant	H3 Supported
Social Value (X2) -> Consumer's Attitude (Y1)	0.477	3.668	0.000	Positive Significant	H4 Supported
Consumer's Attitude (Y1)-> Purchase Intention (Y2)	0.306	2.789	0.005	Positive Significant	H5 Supported
Specific-Indirect-Effect					
Hedonism (X1) -> Consumer's Attitude (Y1) -> Purchase Intention (Y2)	0.133	2.084	0.037	Positive Significant	H6 Supported
Social Value (X2) -> Consumer's Attitude (Y1) -> Purchase Intention (Y2)	0.146	2.122	0.034	Positive Significant	H7 Supported

Source: SmartPLS-vers:4.0.9.6-Output (2023)

Derived from the conceptual model depicted in Figure 6 and the path coefficient (ρ) values outlined in either Table 2, the following relationships are established:

Primary PLS-SEM models:

Path.1: $Y1 = 0.436 X1 + 0.477 X2 + e1$

Path.2: $Y2 = 0.319 X1 + 0.348 X2 + 0.306 Y1 + e2$

In these equations, X1 represents Hedonism, X2 corresponds to Social Value, Y1 signifies the Consumer's Attitude, and 'e' denotes the error terms.

A positive route coefficient X1 to Y2 of 0.319, a t-statistics value of 2.957 > 1.96, and a p-value of 0.003 < 0.05 all support the initial research hypothesis (H1). Hence, a high level of hedonism strongly influences purchase intention.

A positive path coefficient of X2 to Y2 of 0.348, t-statistics value 2.644 > 1.96, p-value 0.008

< 0.05 support the second research hypothesis (H2). Hence, purchase intention is significantly impacted by high social value.

A positive route coefficient X1 to Y1 of 0.436, a t-statistics value of 3.093 > 1.96, and a p-value of 0.002 < 0.05 all support the third research hypothesis (H3). Thus, consumer attitudes are significantly impacted by increased hedonism.

With a positive route coefficient X2 to Y1 of 0.477, a t-statistics value of 3.668 > 1.96, and a p-value of 0.000 < 0.05, the fourth research hypothesis (H4) is validated. Thus, consumer attitudes are strongly influenced by high social value.

A positive route coefficient Y1 to Y2 of 0.306, a t-statistics value of 2,789 > 1.96, and a p-value of 0.005 < 0.05 all support the fifth research hypothesis (H5). Thus, Consumer's positive

consumer has a significant influence on Purchase Intention.

In the meantime, a positive indirect path coefficient $X1 \rightarrow Y1 \rightarrow Y2$ of 0.133, a t-statistics value of 2.084, and a p-value of 0.037 support the sixth study hypothesis (H6) about indirect effects. As $X1$ substantially impacts $Y2$ (H1), partial mediation has resulted from this relationship. Therefore, if Consumer's attitude is present, a highly hedonistic lifestyle has a greater effect on raising Purchase Intention.

A positive indirect path coefficient $X2 \rightarrow Y1 \rightarrow Y2$, a t-statistics value of 2.122, and a p-value of 0.034 all support the seventh research hypothesis (H7). A partial mediation mechanism was developed since $X2$ has a strong direct influence on $Y2$ (H2). Therefore, if Consumer's attitude supports a high Social Value lifestyle, the effect on raising Purchase Intention is even larger.

Hedonism, Consumer's Attitude, and Purchase Intention

This research shows that a hedonistic lifestyle positively and significantly affects consumer attitudes. This is in line with the findings of (Vijayan & Oo, 2022) and (Novitasari & Cuandra, 2023), which stated that a hedonistic lifestyle strongly influences consumer attitudes. The attitudes of consumers who adopt a hedonic view tend to focus more on pleasurable experiences in their consumption decisions. This can include a preference for products or services that provide instant gratification or sensory bliss. Vosco coffee is proven to form positive consumer attitudes through a holistic approach that includes high-standard customer service, superior product quality, atmosphere, interior design with highly aesthetic elements, and facilities that enrich the visitor experience.

This research shows that hedonism has a significant effect on purchase intentions. This is in line with the findings of (Chen et al., 2020), (Handayani et al., 2020), and (Izmi, 2021), which state that a hedonistic lifestyle strongly influences purchasing intentions. However, the results of this study contradict the findings of (Novitasari & Cuandra, 2023) and (Pranatika, 2022), which revealed that hedonism has no significant effect on purchase intentions. Hedonism is a lifestyle where pleasure is the goal of a person's life (Hafsyah, 2020). The higher a person's hedonic lifestyle, the higher their purchasing intention. Vosco Coffee targets the market share of workers with a hedonistic attitude who need to consume coffee to help reduce stress and increase productivity. Customers of Vosco coffee have been shown to have strong purchasing intents due to this

hedonistic lifestyle, reinforced by coffee offers with a robust ambiance and strong character.

This study also shows that consumer attitude directly, favorably, and significantly influences purchase intention. The consumer's buying intention will be more positive the more favorable they feel about the product. This supports the conclusions of (Vijayan & Oo, 2022) and (Novitasari & Cuandra, 2023), according to which consumer attitude significantly influences purchase intention. Consumer attitude is a consumer's thoughts or views describing belief in a product's good benefits (Waani et al., 2022). It is also known in this research that the influence of consumer attitude intervention, which indirectly mediates the hedonistic lifestyle on purchase intention, is positive and significant. This can be proven by increasing consumers' perceptions of the positive experiences provided following their hedonistic lifestyle. With the increasingly positive attitude of consumers, purchase Intention tends to increase significantly, especially at Vosco Coffee, a coffee shop that presents an Instagram-able atmospheric concept, with high standard service and product quality, and is equipped with a variety of coffee menu choices and special characteristics. This creates a positive impression of consumer attitudes and influences high purchase Intention.

Social Value, Consumer's Attitude, and Purchase Intention

This research shows that social value positively and significantly affects consumer attitudes. Social values are general habits that become a benchmark for behavior in community groups (Barasa et al., 2022). This aligns with the findings of (Sinta Wahyuni & Sri Darma, 2019), which state that social values strongly influence consumers' attitudes. One of the social values that play a significant role in shaping consumer attitudes is appreciation for visual beauty. Social values, especially appreciation of aesthetics, are important in selecting products, services, or environments that feature attractive visual aspects. In this case, visual appeal is considered a purely decorative element influencing consumer choices, especially in coffee shops with aesthetic designs. Vosco Coffee exemplifies this with its notion of high aesthetic and Instagram-able interior design, which has the power to influence consumer views positively. Purchase intention is positively and significantly impacted by social value. This is consistent with research showing that social values significantly impact purchase intention, as reported by (Shi et al., 2022), (Wijayanti & Budiarti, 2023), and (Sinta Wahyuni & Sri Darma, 2019).

However, The study's findings contradict those of (Amalia & Darmawan, 2023), who demonstrates that social worth has little influence on purchase intention. The buying intention of a product increases with its social value. The Vosco Coffee concept, which offers a place for motorcycle fans to congregate and have coffee, is evidence of this. It can foster an atmosphere that upholds particular lifestyles and communal ideals, increasing consumer intention. Additionally, the study demonstrates the importance and beneficial influence of the consumer's attitude intervention, which indirectly mediates between social value and purchase intention. There is a strong mediating influence from consumer attitudes towards social value towards purchase intention at Vosco Coffee because the company integrates the Instagram-able concept and the big bike showroom. Customers tend to be more positive towards products that support an Instagram-able lifestyle and offer a unique experience through the combination of the big bike showroom concept, increasing their tendency to purchase at that place.

CONCLUSION

This research tests the hypothesis with four research variables, namely hedonism and social value as dependent variables. Consumer attitude is an intervening variable, and purchase intention is an independent factor. The research results conclude that the lifestyle of hedonism and social values Has a Positive and substantial impact on attitude, where a consumer's attitude is proven to function as a mediator. Increasing a person's hedonistic lifestyle tends to influence consumer attitudes towards a product strongly. Consumers who adopt a hedonic lifestyle tend to have positive attitudes toward certain aspects, such as product quality, innovation in menu offerings, aesthetic atmosphere, and satisfying sensory experiences. Consumers' positive attitudes towards these products can strongly influence high purchase intention. This, combined with the high social value of consumers, also contributes to the growth of positive attitudes towards a product, which also strongly affects increasing purchase Intention. Consumers with high social values tend to evaluate products by considering their impact on society or the surrounding environment, popular products, following trends, or carrying a unique concept. This positive attitude also has a strong impact on increasing consumer buying intention.

In the future, researchers should adopt a discerning stance when choosing formative indicators as measurement tools for their research variables. Additionally, there is a crucial need to

delve into information with greater depth using qualitative methods, particularly in understanding how individuals perceive the impact of a hedonistic lifestyle and social values on their attitudes toward consumers and purchasing decisions. This methodology is anticipated to yield a more comprehensive, contextual, and targeted analysis, thereby unveiling the intricate nuances of the factors that genuinely shape consumer attitudes and purchasing intentions more precisely.

BIBLIOGRAPHY

- Amalia, F. R., & Darmawan, A. (2023). Exploring consumer purchase intention towards cruelty-free personal care products in Indonesia. *Cleaner and Responsible Consumption*, 11(July), 100136. <https://doi.org/10.1016/j.clrc.2023.100136>
- Amar, F. (2023). pengaruh kualitas produk dan kualitas pelayanan terhadap kepuasan konsumen di kopitani cafe mulyoagung, kecamatan dau, kabupaten malang. *Idntimes*, 1–23. https://repository.unisma.ac.id/bitstream/handle/123456789/7128/S1_PERTANIAN_AGRI_BISNIS_21901032075_Fadkhul_Amar.pdf?sequence=1&isAllowed=y
- Anjaningrum, W. D., & Moko, W. (2023). Can Holistic Empowerment and Digital Platform Arouse Creative Economy Innovation? *Asia Pacific Management and Business Application*, 12(1), 1–18. <https://doi.org/10.21776/ub.apmba.2023.012.01.1>
- Anjaningrum, W. D., Sidi, A. P., Yogatama, A. N., & ... (2023). the Collaborative Business Incubation Model and Its Impact on Creative Industries Innovation in East Java, Indonesia. *Jurnal Ilmiah Bisnis* <https://doi.org/10.32812/jibeka.v17i1.1373>
- Barasa, P., Inayah Soraya, A., Rosalind Anjanette, A., Ilmu Budaya, F., & Hasanuddin, U. (2022). Nilai-Nilai Sosial Dalam Cerita Rakyat. 48 / *Jurnal Ilmu Budaya*, 10(1), 48–56.
- Barus, E. I. (2020). Peluang Bisnis Dan Strategi Kesuksesan Bisnis Coffee Shop Berbasis Teknologi (Studi Kasus: Crema Coffee Surabaya). *Nusantara Journal of Community Engagement*, 1(2), 72–78. <http://ejournal.kopertais4.or.id/tapalkuda/index.php/NJCE/index>
- Cabeza-Ramírez, L. J., Sánchez-Cañizares, S. M., Santos-Roldán, L. M., & Fuentes-García, F. J. (2022). Impact of the perceived risk in influencers' product recommendations on

- their followers' purchase attitudes and intention. *Technological Forecasting and Social Change*, 184(June). <https://doi.org/10.1016/j.techfore.2022.121997>
- Chandra, M. W., & Fadjar, N. S. (2023). analisis faktor-faktor yang mempengaruhi tingkat konsumsi kopi di malang tahun 2022 (studi kasus: jl.ikan tombro - kota malang). *Jurnal of Development Economic and Social Student*, 2(1), 87–98. <https://jdess.ub.ac.id/index.php/jdess/article/download/103/68/429>
- Chen, H. S., Liang, C. H., Liao, S. Y., & Kuo, H. Y. (2020). Consumer attitudes and purchase intentions toward food delivery platform services. *Sustainability (Switzerland)*, 12(23), 1–18. <https://doi.org/10.3390/su122310177>
- Dandi, L., Afwa, A., & Hasan, H. (2023). Pengaruh Store Atmosphere Dan Social Media Promotion Terhadap Keputusan Pembelian Pada Coffee Shop Di Pekanbaru (Studi Kasus Rehat Coffe) the Influence of Store Atmosphere and Social Media Promotion on Purchase Decisions At Coffee Shop in Pekanbaru (Case . *Jurnal Apresiasi Ekonomi*, 11(1), 158–166.
- Daulay, R., & Handayani, S. (2021). Pengaruh Gaya Hidup dan Kepribadian terhadap Minat Belanja Online melalui Aplikasi Lazada. *Seminar Nasional Teknologi Edukasi Sosial Dan Humaniora*, 1(1), 478–486. <https://ceredindonesia.or.id/index.php/sintesa/article/view/347>
- Dihni, vika azkiya. (2021). 10 Negara Penghasil Kopi Terbesar di Dunia, Ada Indonesia Lho! *Idntimes*, 2020, 2021. <https://www.idntimes.com/food/dining-guide/ineu-nursetiawati/10-negara-penghasil-kopi-terbesar-di-dunia-c1c2>
- Djati, T. A. (2020). Pemasaran Dalam Mempengaruhi Perilaku Konsumen “Decoy Effect” Membeli Produk Yang Lebih Mahal. *Jurnal Brand*, 2(2), 190–194. <https://ejournals.umma.ac.id/index.php/brand/article/download/672/516/>
- Hafsyah, A. H. (2020). Pengaruh Kepuasan Konsumen, Perilaku Konsumtif, Dan Gaya Hidup Hedonis Terhadap Transaksi Online (E-Commerce). *Prisma (Platform Riset Mahasiswa Akuntansi)*, 01, 94–103. <http://ojs.stiesa.ac.id/index.php/prisma/article/view/695%0Ahttp://ojs.stiesa.ac.id/index.php/prisma/article/download/695/266>
- Handayani, W., Musnaini, M., & Praditya, W. I. (2020). Purchase Intentions of Consumer Hedonic Effect. *Jurnal Perspektif Pembiayaan Dan Pembangunan Daerah*, 8(1), 91–100. <https://doi.org/10.22437/ppd.v8i1.7468>
- Herawati, J. (2019). Faktor yang Mempengaruhi Minat Pembelian Produk Secara Online Menggunakan Facebook Berdasarkan Technology Acceptance Model Dan Theory Of Planned Behavior (Studi Kasus Pada Mahasiswa Di Kota Yogyakarta). *Akmenika: Jurnal Akuntansi Dan Manajemen*, 16(1). <https://doi.org/10.31316/akmenika.v16i1.169>
- Izmi, P. R. (2021). PENGARUH KUALITAS WEBSITE, NILAI UTILITARIAN, DAN HEDONIS TERHADAP MINAT BELI PENGGUNA LAYANAN TRAVELOKA (Studi Pada Mahasiswa Pengguna Aplikasi Traveloka di Kota Malang). *Jurnal Ilmiah Mahasiswa FEB Universitas Brawijaya*, 1–18.
- Mahmudan, A. (2022). Konsumsi Kopi Indonesia pada 2020/2021. *Idntimes*, 2020–2021, 2003–2005. <https://dataindonesia.id/agribisnis-kehutanan/detail/berapa-konsumsi-kopi-indonesia-pada-20202021>
- Maryani, D. Y., Rochdiani, D., & Setia, B. (2020). strategi bisnis kedai kopi “AI coffe” di desa pakem kecamatan ciawi kabupaten tasikmalaya. *Jurnal Ilmiah Mahasiswa*, 7(3), 739–748.
- Nasfi, N., Sabri, S., & Puteri, H. E. (2023). Food Composition and Halal Awareness Against Intention To Buy Fast Food With Halal Certificate As an Intervening Variable. *Jurnal Apresiasi Ekonomi*, 11(2), 247–258.
- Nofiani, P. W., & Mursid, M. C. (2021). Pentingnya Perilaku Organisasi Dan Strategi Pemasaran Dalam Menghadapi Persaingan Bisnis di Era Digital. *Jurnal Logistik Bisnis*, 11(2), 71–77. <https://ejurnal.poltekpos.ac.id/index.php/logistik/article/view/1563>
- Novitasari, I., & Cuandra, F. (2023). Analisis Faktor yang Mempengaruhi Minat Beli pada Marketplace Online di Kota Batam. *Jurnal Informatika Ekonomi Bisnis*, 5, 339–349. <https://doi.org/10.37034/infv5i2.248>
- Nurazijah, M., Fitriani, S. L. N., & Rustini, T. (2023). Pengaruh Gaya Hidup Hedonis terhadap Perilaku Konsumtif di Kalangan Mahasiswa. *Journal on Education*, 5(2), 2345–2352. <https://doi.org/10.31004/joe.v5i2.890>
- Pandey, M., & Yadav, P. S. (2023). Understanding the role of individual concerns, attitude, and perceived value in green apparel purchase

- intention; the mediating effect of consumer involvement and moderating role of generation Z&Y. *Cleaner and Responsible Consumption*, 9(September 2022), 100120. <https://doi.org/10.1016/j.clrc.2023.100120>
- Pranatika, D. (2022). Pengaruh Pengalaman Pelanggan Dan Motivasi Hedonis Terhadap Minat Pembelian Ulang. *Selekta Manajemen: Jurnal Mahasiswa Bisnis & Manajemen*, 01(02), 92–105.
- Purwanti, F., & Tripalupi, L. E. (2021). Pengaruh Sikap, Norma Subjektif, Dan Kontrol Perilaku Terhadap Minat Beli. *Bisma: Jurnal Manajemen*, 7(1), 48. <https://doi.org/10.23887/bjm.v7i1.29201>
- Putri, D. K., & Anjaningrum, W. D. (2022). Uncovering the Weightiness of Green Marketing Mix and Consumer Attitude in Cosmetic Product. *Jurnal Ilmiah Bisnis Dan Ekonomi Asia*, 16(2), 322–335. <https://doi.org/10.32815/jibeka.v16i2.1038>
- Rahmawati, I., & Hidayah, I. N. N. (2021). Analisis Experiential Marketing, Perceived Quality Dan Advertising Terhadap Keputusan Pembelian Pada Produk Kopi Good Day Cappuccino. *Jurnal Inovasi Penelitian*, 2(3), 843–848.
- Rita, R., & Nabilla, S. F. (2022). Pengaruh Social Media Advertising dan Event Marketing terhadap Brand Awareness dan Dampaknya pada Purchase Intention Produk Tenue de Attire. *Jesya (Jurnal Ekonomi & Ekonomi Syariah)*, 5(1), 426–437. <https://doi.org/10.36778/jesya.v5i1.606>
- Sari, R., & Halim, C. (2022). Analisis Strategi Bisnis Guna Meningkatkan Daya Saing pada Coffee Shop di Bandar Lampung (Studi Kasus Dr. Coffee). *Jurnal Ekonomi Dan Bisnis Digital*, 1(3), 231–248. <https://doi.org/10.55927/ministal.v1i3.1139>
- Shi, Y., Zheng, J., & Liang, M. (2022). The Influence of Online Social Value Co-creation Activity on Consumer Purchase Intention: An Experimental Study. *Frontiers in Psychology*, 13(June), 1–7. <https://doi.org/10.3389/fpsyg.2022.951891>
- Sinta Wahyuni, N. W., & Sri Darma, G. (2019). Mobile Advertising, Product Social Value dan Purchase Intention pada Instagram. *Jurnal Manajemen Bisnis*, 16(4), 87. <https://doi.org/10.38043/jmb.v16i4.2253>
- Susanto, R. K., & Sahetapy, W. L. (2021). Pengaruh Sikap, Norma Subjektif dan Kontrol Perilaku Terhadap Minat Beli Produk Levi's Pada Generasi Milenial. *Journal of AGORA*, 9(2), 1–9.
- Vijayan, S. K., & Oo, Y. H. (2022). The Mediating Role of Attitude in Influencing Consumer Purchase Intention Towards Online Apparel Shopping in Malaysia. *Malaysian Journal of Consumer and Family Economics*, 28, 166–202.
- Waani, N. C., Mangantar, M., & Uhing, Y. (2022). Perbedaan Sikap Konsumen dalam Keputusan Pembelian Niu Green Tea dan Teh Botol Sosro (Studi Kasus pada Mahasiswa Fakultas Ekonomi dan Bisnis UNSRAT). *Emba*, 10(1), 1004–1013.
- Widjaja, Y. R., & Alexandra, R. (2019). the Impact of Viral Marketing on Consumer Interest on Indihome Product. *Jurnal Apresiasi Ekonomi*, 7(1), 103–107. <https://doi.org/10.31846/jae.v7i1.141>
- Wijaya, G. A. (2017). Analisis Strategi Bersaing Dalam Persaingan Cafe Di Kota Malang (Studi Kasus Pada Vosco Coffee Malang) Gisella. *Jurnal Ilmiah Mahasiswa FEB Universitas Brawijaya*, 2(5), 14. <https://jimfeb.ub.ac.id/index.php/jimfeb/article/view/4205>
- Wijayanti, R. F., & Budiarti, L. (2023). pengaruh emotional value dan social value pada minat pembelian online. *Jurnal Universitas Islam Majapahit*, 31(1), 82–87. <https://doi.org/https://doi.org/10.37112/bismana.v6i1.2368>