

# The Influence of Brand Image, Life Style and Store Atmosphere on Consumer Satisfaction Studies at Starbuck Citadel Square Ngaliyan Semarang

Oktabrian Firhannusa<sup>1,a)</sup>, Bambang Sutejo<sup>2,b)</sup>

<sup>1,2)</sup> Faculty of Economics and Business, Universitas Stikubank, Semarang, Indonesia

<sup>a)</sup>Corresponding author: [oktabrianfirhannusa@mhs.unisbank.ac.id](mailto:oktabrianfirhannusa@mhs.unisbank.ac.id)

<sup>b)</sup>[bangjo@edu.unisbank.ac.id](mailto:bangjo@edu.unisbank.ac.id)

**Abstract** This study is intended to analyze how the influence of *lifestyle, brand image, store atmosphere* on consumer satisfaction. Starbuck Coffee customers in Citadel Square is the population determined in this study. This type of research uses quantitative methods and the technique used in this study is non-probability sampling with purposive sampling. In addition, the data collection method was carried out using a questionnaire. In the questionnaire, a Likert scale was used to measure the value of items in variables. The sample used was 70 respondents. The results of the t test showed that the independent variables had a partial or independent effect on customer satisfaction. In this study it is also known that the determinant coefficient (R<sup>2</sup>) is 0.859, which means 85.9%. consumer satisfaction is influenced by lifestyle, brand image, and store atmosphere variables. While the remaining 14.1% of consumer satisfaction is explained by variables other than lifestyle, brand image, and *store atmosphere*. Based on the results of this study indicate that *brand image, lifestyle, store atmosphere* has a positive and significant influence on consumer satisfaction .

**Keyword:** brand image, life style and store atmosphere, customer satisfaction, starbuck citadel square

## INTRODUCTION

Survive and develop, business managers are required to be able to create competitive advantages over products, services and prices in an effort to satisfy customers and face competition in this business. If these demands are not met then this business will not be able to survive. In this era, coffeeshops are not just a place to buy coffee, but can be used as a place to do assignments, a meeting place or to gather with friends and family. Coffee drinks are one of the drinks that are much loved by all people, especially adults, this makes coffee shop businesses or coffee shops busy, especially in the city of Semarang. The large number of coffeeshop businesses makes business people have to be able to compete with competitors. In order for the coffeeshop business to be competitive, Companies must understand the desires of consumers. A consumer perception means many things, such as not meeting expectations or vice versa according to expectations or exceeding consumer expectations. Consumers will be satisfied if the product meets their expectations. Customer Satisfaction can be expected not only to buy once, but to make purchases many times and become loyal customers[1]. Brands can also help companies to expand product lines and develop a specific market position for a product[2].

Brand image is very important for a company. Brand Image is a representation of the overall perception of the brand and is formed from information and past experiences with that brand[3]. Brand Image is a representation of the overall perception of the brand and is formed from information and past experiences with that brand. Brand image is related to attitudes in the form of beliefs and preferences for a brand[3]. A person's lifestyle can be seen from the behavior carried out by individuals such as activities to obtain or use goods and services, including the decision-making process in determining these activities.[4].

Lifestyle is a person's pattern of living in the world as expressed in their activities, interests and opinions. Lifestyle describes the "whole person" who interacts with his environment, marketers look for relationships between their products and consumer lifestyle groups.(Grace, 2017). A comfortable store atmosphere will lead to customer satisfaction so that it can make customers feel at home in the café(Princess, 2014). A good store atmosphere is able to make consumers enjoy the whole buying process offered by retailers and make them feel at home to linger in the store.[6].

Store atmosphere is an atmosphere creation with the aim of providing comfort and pleasure to consumers when making purchase transactions in a retail. A good store atmosphere is able to make consumers enjoy the whole buying process offered by retailers and make them feel at home to linger in the store.[6]. Starbucks is known for its good quality and premium ingredients, so many consumers are interested in buying Starbucks products. Starbucks is a coffee company and global coffee shop chain from the United States, headquartered in Seattle, Washington. The Starbucks brand is one of the most iconic brands in the world because it has been able to change the mindset of the world community about how to enjoy a cup of coffee. The history of Starbucks began in 1971, as a ground coffee, coffee bean, tea and spice business in the Seattle market. Now Starbucks is the largest coffee shop company in the world. Starbucks has the trust to always provide excellent and best service in serving coffee. This principle has led Starbucks to become the strongest brand for coffee in the world. Based on the background, the formulation of the research problem is how the influence of brand image, lifestyle and store atmosphere to consumer satisfaction. the purpose of this research was to analyze the effect brand image to consumers satisfaction, life style and store atmosphere to consumer satisfaction.

A brand is not just a name or a differentiator between a product and other products, but a brand is able to provide a perception to consumers[7]. A good brand image or image of a product fosters its own consumer satisfaction for using products that do have a positive image, this makes consumers feel proud and confident when using the brand.[8] So it can be understood that a brand is one of the keys to the success of a product. Without a brand, a product can only rely on luck[9]. The image or image that is formed on the brand will eventually become one of the considerations of consumers when buying a product that has been widely circulated in the market[10]. H1: Brand Image has a positive and significant effect on Consumer Satisfaction

Lifestyle is a function of individual characteristics that have been formed through social interaction. In simple terms, lifestyle can also be interpreted as the way a person lives his life, which includes activities, interests, likes/dislikes, attitudes, consumption and expectations.[11]. Lifestyle is a more contemporary, more comprehensive and more useful concept than personality. For this reason, great care must be devoted to understanding the conception or word called Lifestyle, how lifestyle is measured, and how lifestyle is used. Lifestyle is defined as the pattern in which people live and spend time and money[12]. A person's lifestyle shows the pattern of the person's life which is reflected in his activities, interests, and opinions. Lifestyle is an individual's way of life that is identified by how people spend their time, what they consider important in their lives, and what they think about the world around them.[13]. H2 :Lifestyle positive and significant effect on consumer satisfaction

One of the considerations in making purchasing decisions is an attractive store atmosphere. Store atmosphere not only influences purchasing decisions, but also influences customer satisfaction, the impact of store atmosphere can create an impression that makes buyers increase their purchases or only buy enough and may not intend to return to buy at that place. The impression obtained has an impact on satisfaction. customer[14]. Store atmosphere forms a reason for consumers to be interested and choose so they buy the expected products. Store atmosphere can be an alternative to differentiate between spa and relaxation salons from one another with products and prices that are more or less the same among the various existing spa and relaxation salons.[15]. Store atmosphere is the physical characteristics of the store that are used to build an attractive impression on customers. Store atmosphere is an important consideration for consumers in determining satisfaction with the places they visit[16]. H3: Store Atmosphere has a positive and significant effect on consumer satisfaction (see **FIGURE 1**)

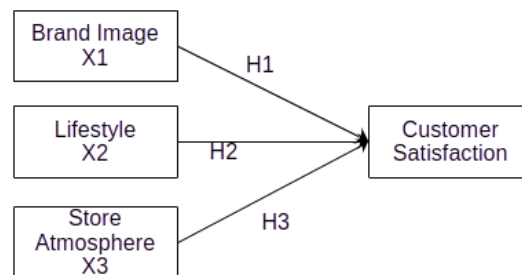


FIGURE 1 Framework Model

**RESEARCH METHODS AND DESIGN**

The population in this study refers to residents in Semarang who are consumers of Starbuck Coffee products at Citadel Square. The total population is not known with certainty. In this study, the sampling used was a non-probability sample, where the population size was not known with certainty and there were also several populations that did not have the opportunity to be used as samples. The sampling method in this study used a purposive sampling technique. Purposive sampling is a sampling technique with certain considerations (Sugiyono, 2010). If the population is unknown, according to Hair, Black, Babin, and Anderson (2010) it is recommended that the minimum sample size is 5 times the number of question items contained in the questionnaire.

Instrument testing is carried out through a validity test used according to (Ghozali, 2018) if the KMO test value (Kaiser Mayer Olkin). if the KMO value is > 0.5 and if the factor value is > 0.4 then the item in question is valid and the next test can be carried out. Reliability according to (Ghozali, 2018) with Cronbach Alpha ( $\alpha$ ) > 0.70. QThe data analysis technique in this study used multiple regression analysis techniques to find out or get an overview of the effect of the independent variables on the dependent variable, using the SPSS program. The multiple linear regression equation is:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e \tag{1}$$

Information :

- $\beta_1 \beta_2 \beta_3$  = Regression Coefficient
- Y = Consumer satisfaction
- X1 = Brand Image
- X2 = Lifestyle
- X3 = Store atmosphere
- e = Variable error

**DISCUSSION**

Regression analysis was used to determine the effect of lifestyle, brand image, store atmosphere and consumer satisfaction variables on Starbuck Coffe at Citadel Square. The results of the regression analysis can be seen in **TABLE 1.**

**Table 1.** Regression Analysis Results

Variable Equations	Coefficient ( $\beta$ )	Sig.	Information
Effect of brand image on consumer satisfaction	0.361	0.001	H1 Accepted
The influence of lifestyle on consumer satisfaction	0.403	0.000	H2 Accepted
Effect of store atmosphere on consumer satisfaction	0.318	0.000	H3 Accepted
<i>Adjusted R Square</i>	0.759		
<i>F test</i>	84,125		
<i>Sig</i>	0.000		

Source: Primary Data 2023

Based on the results of the regression analysis above, a multiple linear regression equation can be produced as follows:  $Y = 0.361 X_1 + 0.403 X_2 + 0.318 X_3$  so that it can be studied brand image ( $\beta_1$ ) = 0.361, the positive value obtained shows that every time there is an increase in lifestyle, it will consumer satisfaction. life style ( $\beta_2$ ) = 0.403, the positive value obtained shows that every time there is an increase in brand image, there will be consumer satisfaction. And Store atmosphere ( $\beta_3$ ) = 0.318, the positive value obtained shows that every time there is an increase in store atmosphere, there will be consumer satisfaction. The model test was carried out to see whether the

regression equation model was good or not between the independent variables on the dependent variable. The test uses the coefficient of determination and the F test. The coefficient of determination ( $R^2$ ) is used to measure the ability of the independent variables to explain the dependent variable. Based on Table 4.5. shows that the Adjusted R Square value is 0.759. This can be interpreted that the ability of lifestyle, brand image, and store atmosphere to explain consumer satisfaction is 75.9% ( $0.759 \times 100\%$ ), while 24.1% ( $100\% - 75.9\%$ ) of consumer satisfaction is explained by variables other than lifestyle, brand image, and store atmosphere. The F-test is used to determine the effect of the independent variables on the dependent variable simultaneously or as stimulants. The existence of a stimulant effect can be seen from the sig.  $F \leq 0.05$ . In Table 4.5. shows the results of the F-test of 70.155 with sig. 0.000 is less than 0.05. This shows that lifestyle, brand image,

### **INFLUENCE BRAND IMAGE AGAINST CONSUMER SATISFACTION**

The results of testing the first hypothesis on the t-test show that there is an influence between brand image and consumer satisfaction at Starbuck Coffe in Citadel Square. This is evidenced by the brand image beta coefficient of 0.203 and sig.  $0.003 < 0.05$ , means that brand image has a positive influence on consumer satisfaction. This shows that the second hypothesis (H2): the better the brand image to consumers, the more consumers will perform consumer satisfaction. In this study, the brand image of Starbuck Coffe in Citadel Square is quite good, but there are several things that need attention. Judging from the descriptive results of the brand image variable, an average result of 4 means agreeing. The highest indicator states that the brand image offered is very good and is not inferior to other brands. Based on the description of the respondents, most of the people who made purchases were female (44 people), aged between 17-25 years (49 people), had Starbuck Coffee members at Citadel Square (70 people), student work (32 people), last education SMA/SMK (49 people), last purchased Starbuck Coffe products in Citadel Square in 3 months (less than 1 month), Last amount of money spent at Starbuck Coffe in Citadel Square (39 people) and in the last 3 months visited 1-2 times (43 people). This shows that the brand image is in accordance with the brand desired by consumers. have Starbuck Coffe members at Citadel Square (70 people), student work (32 people), last education high school/vocational school (49 people), last purchased Starbuck Coffe products at Citadel Square within 3 months (less than 1 month), Total money spent last time at Starbuck Coffe in Citadel Square (39 people) and in the last 3 months visited 1-2 times (43 people). This shows that the brand image is in accordance with the brand desired by consumers. have Starbuck Coffe members at Citadel Square (70 people), student work (32 people), last education high school/vocational school (49 people), last purchased Starbuck Coffe products at Citadel Square within 3 months (less than 1 month), Total money spent last time at Starbuck Coffe in Citadel Square (39 people) and in the last 3 months visited 1-2 times (43 people). This shows that the brand image is in accordance with the brand desired by consumers.

Brand image according to (Kotler, 2005) in (Usman Effendi, 2021) brand image is a set of responses of a person or group of people originating from their sight so that perception arises as a result of sensing plus the results of the information obtained. Brand image is a market conclusion about a product and market methods as a whole. Proven by research conducted by MegaRagitaHerdiani (2020), Kelvin1, CaruniaMulyaFirdausy (2021) and GustiAyu Hana Pratiwi, I GustiAgungKetut Sri Ardani (2021) in his research states that brand image has a positive and significant effect on consumer satisfaction.

### **INFLUENCE LIFESTYLE AGAINST CONSUMER SATISFACTION**

The results of testing the first hypothesis on the t-test show that there is an influence between lifestyle on consumer satisfaction at Starbuck Coffe in Citadel Square. This is evidenced by the beta lifestyle coefficient of 0.361 and sig.  $0.001 < 0.05$ , means that lifestyle has a positive influence on consumer satisfaction. This shows that the first hypothesis (H1): the better the lifestyle for consumers, the more consumers will do consumer satisfaction. In this study, the lifestyle of Starbuck Coffee in Citadel Square is quite good, but there are several things that need attention. Judging from the descriptive results of the lifestyle variable, an average result of 4 means agree. The highest indicator states that the lifestyle offered is very good and is not inferior to other brands. This shows that the lifestyle is in accordance with the needs and desires of consumers. Lifestyle according to (SitiAliyati et al, 2018) can be interpreted as a manifestation of one's self-concept. Everyone has a different lifestyle that can influence a person's behavior in buying a product. Lifestyle as an opportunity in marketing activities, many marketers direct their brand to someone's lifestyle. Proven by research conducted by many marketers are directing their brand to a person's lifestyle. Proven by research conducted by many marketers are directing their brand to a person's lifestyle. Proven by research conducted by MegaRagitaHerdiani (2020) and Siti Sarah, AdryanRachman, Tri Febrianti (2019) in her research stated that lifestyle has a positive and significant effect on consumer satisfaction.

### **INFLUENCE STORE ATMOSPHERE ON CONSUMER SATISFACTION**

The results of testing the first hypothesis on the t-test show that there is an influence between store atmosphere on customer satisfaction at Starbuck Coffe in Citadel Square. This is evidenced by the value of the beta store atmosphere coefficient of 0.418 and sig. 0.000 <0.05, means that store atmosphere has a positive influence on customer satisfaction. This shows that the third hypothesis (H3): the better the store atmosphere for consumers, the more consumers will do customer satisfaction. In this research, the store atmosphere of Starbuck Coffe in Citadel Square is quite good, but there are some things that need attention. Judging from the descriptive results of the store atmosphere variable, an average result of 4 means agreeing. *Storeatmosphere* according to (Sangadji and Sopiah, 2013) in (JefriPutri, M.Sc., et al., 2021) Perceived is a process that arises as a result of a sensation, where sensation is an activity that is felt or causes a joyful emotional state. Proven by research conducted by MegaRagitaHerdiani (2020) and MuhammadDabidIrhahFalah, Muhammad RifqiAdiIndrawan, BayuHariyoBhirowo (2022) in his research stated *Store atmosphere* positive and significant effect on consumer satisfaction .

## CONCLUSIONS, LIMITATIONS AND IMPLICATIONS

*Lifestyle* proved to have a significant positive effect on consumer satisfaction with the obtained regression coefficient of 0.361 and sig. 0.001 is smaller than 0.05, so it can be concluded that the more lifestyle increases, the more it will increase *consumersatisfaction* at Starbuck Coffee in Citadel Square. Brand image proved to have a significant positive effect on consumer satisfaction with the obtained regression coefficient of 0.203 and sig. 0.003 is smaller than 0.05, so it can be concluded that the more brand image is done, the more it will improve *consumersatisfaction* at Starbuck Coffee in Citadel Square. Store atmosphere proved to have a significant positive effect on consumer satisfaction with the obtained regression coefficient of 0.418 and sig. 0.000 is smaller than 0.05, so it is concluded that the more the store atmosphere is increased, the more it will increase *consumersatisfaction* at Starbuck Coffee in Citadel Square.

This research is inseparable from some limitations in conducting research such as the results of the coefficient of determination show that *lifestyle*, brand image, and store atmosphere able to explain 75.9% of consumer satisfaction (Adjusted R Square = 0.759 x 100%), while 24.1% (100% - 75.9%) of consumer satisfaction is explained by variables other than *lifestyle*, brand image, and store atmosphere but not raised in this study. This study did not determine a particular product variant from Starbuck Coffe in Citadel Square as a research object, so that the product variant that consumers valued and consumed the most in this study could not be known.

The research results obtained provide various implications both theoretically and practically. The research results obtained strengthen the theory *The Influence of Lifestyle, Brand Image, and Store Atmosphere on Consumer Satisfaction at Starbuck Coffee at Citadel Square*. Influence *lifestyle* on consumer satisfaction support the research of Mega RagitaHerdiani (2020) and Siti Sarah, AdryanRachman, Tri Febrianti (2019) which states that *lifestyle* influential on consumer satisfaction. Influence brand image on consumer satisfaction supports Mega RagitaHerdiani's research (2020), Kelvin1, CaruniaMulyaFirdausy (2021) and GustiAyu Hana Pratiwi, I Gusti AgungKetut Sri Ardani (2021) which states that brand image influential on consumer satisfaction. Influence *storeatmosphere* on consumer satisfaction support the research of Mega RagitaHerdiani (2020) and MuhammadDabidIrhahFalah, Muhammad RifqiAdiIndrawan, BayuHariyoBhirowo (2022) which states that *storeatmosphere* influential on consumer satisfaction.

The managerial implications of this research are on variables *lifestyle* proved to have a positive and significant effect on consumer satisfaction. There is the lowest mean on the indicator "Starbuck Coffee products in Citadel Square have good quality than other products" of 4.26. Therefore Starbuck Coffe in Citadel Square needs to pay attention *lifestyle* offered so that consumers feel the product offered is in accordance with the quality obtained. on variables brand image proved to have a positive and significant effect on consumer satisfaction. There is the lowest mean on the indicator "Starbuck Coffee products in Citadel Square have a uniqueness that distinguishes them from other fashion brands" of 4.29. Therefore Starbuck Coffe in Citadel Square needs to pay attention brand image used to attract everyone's attention. on variables *storeatmosphere* proved to have a positive and significant effect on consumer satisfaction. There is the lowest mean on the indicator "Starbuck Coffee products in Citadel Square are very affordable" of 4.25. Therefore, Starbuck Coffe in Citadel Square needs to pay attention to the price and quality provided so that consumers can feel the quality value of Starbuck Coffe products in Citadel Square.

Based on the limitations of this research, the researcher submits suggestions for future researchers, including adding research variables, namely product quality and brand trust so that other variables that affect consumer satisfaction can be identified at Starbuck Coffee in Citadel Square. The questionnaire should also include product variants at Starbuck Coffe in Citadel Square so that consumers can find out which variants are more chosen and purchased so that they can add data to analyze research results.

## REFERENCES

- [1] E. Legi *et al.*, “the Influence of Brand Image, Store Atmosphere and Product Quality on Customer Satisfaction in Kopi Janji Jiwa Jilid 667 Tomohon,” *2121 J. EMBA*, vol. 10, no. 4, pp. 2121–2131, 2023.
- [2] M. H. Kusuma, “Pengaruh Brand Image Dan Kualitas Produk Terhadap Kepuasan Dan Loyalitas Konsumen (Studi Pada Pelanggan Kfc Cabang Baturaja),” *J. Manaj. Bisnis Unbara*, pp. 128–147, 2021.
- [3] R. Herliza and M. E. Saputri, “Brand image merupakan hal yang sangat penting bagi sebuah perusahaan. Brand Image adalah representasi dari keseluruhan persepsi terhadap merek dan dibentuk dari informasi dan pengalaman masa lalu terhadap merek itu.” *J. Manage.*, vol. 3, no. 2, pp. 1949–1955, 2016.
- [4] A. Rahmat, “A Rahmat: Path Analysis of Lifestyle and Brand Image Impact on Lipstick Buying... PENGARUH GAYA HIDUP DAN CITRA MEREK TERHADAP PENGAMBILAN KEPUTUSAN PELANGGAN,” *J. Manajemen/Volume XXI, No. 03, Oktober 2017*, vol. XXI, no. 03, pp. 350–362, 2017.
- [5] L. H. Putri, “PENGARUH STORE ATMOSPHERE TERHADAP KEPUTUSAN PEMBELIAN DAN KEPUASAN PELANGGAN ( Studi pada Monopoli Cafe and Resto Soekarno Hatta Malang ),” vol. 15, no. 2, 2014.
- [6] F. I. S. Listiono and S. Sugiarto, “Pengaruh Store Atmosphere Terhadap Loyalitas Konsumen Dengankepuasan Konsumen Sebagai Variabel Intervening Di Libreria Eaterysurabaya,” *J. Manaj. Pemasar. PETRA*, vol. 1, no. 1, pp. 1–9, 2015.
- [7] N. A. Fatoni, “Pengaruh Citra Merek, Kualitas Pelayanan Dan Nilai Pelanggan Terhadap Kepuasan Konsumen Pada Distro Rsch Di Yogyakarta,” *J. Ekobis Dewantara*, vol. 1, no. 3, pp. 53–62, 2018.
- [8] M. I. Beladin and B. M. Dwiyanto, “Analisis Pengaruh Kualitas Produk, Kualitas Pelayanan dan Citra Merek terhadap Kepuasan Konsumen (Studi Pada Pengguna Sepeda Motor Merek Yamaha Dari Kalangan Mahasiswa Universitas Diponegoro Semarang),” *Diponegoro J. Manag.*, vol. 2, pp. 1–10, 2013.
- [9] B. Somantri, R. Afrianka, and Fahrurrazi, “Pengaruh Gaya Hidup dan Citra Merek Terhadap Keputusan Pembelian Iphone (Studi Kasus pada Siswa dan Siswi SMAN 3 Kota Sukabumi),” *Cakrawala-Repositori IMWI*, vol. 3, no. 1, pp. 1–10, 2020.
- [10] A. R. Syamsuri, “Pengaruh Brand Image , Price Dan Lifestyle Terhadap Keputusan Pembelian Iphone Pada Mahasiswa,” *Pengaruh Brand Image, Price Dan Lifestyle Terhadap Keputusan Pembelian Iphone Pada Mhs. Kedokt. Methodist Medan*, vol. 4, no. 3, pp. 1–9, 2016.
- [11] J. H. Sitepu, H. Khair, and F. Pasaribu, “Pengaruh Gaya Hidup dan Promosi Terhadap Kepuasan Konsumen EDC (Electronic Data Capture) Yokke yang Dimediasi Oleh Keputusan Pembelian” (Studi Kasus Pengguna EDC Yokke PT. Mitra Transaksi Indonesia),” *Jesya (Jurnal Ekon. Ekon. Syariah)*, vol. 5, no. 1, pp. 200–214, 2022, doi: 10.36778/jesya.v5i1.622.
- [12] Adnan, “Pengaruh Atmosfer Café, Kualitas Produk dan Gaya Hidup terhadap Kepuasan Pelanggan (Studi pada Dokter Kupa Café di Kota Lhokseumawe),” *J. Visoner Strateg.*, vol. 9, no. 1, pp. 15–25, 2020.
- [13] N. L. Brilie Wildan Adhitama, “Pengaruh Citra Merek, Kualitas Produk, Harga, Dan Gaya Hidup Terhadap Keputusan Pembelian Sarden Bantan Dibanyuwangi,” *J. Ilmu dan Ris. Manaj.*, vol. 10, no. 5, pp. 2461–0593, 2021.
- [14] Nurjaya, H. Erlangga, Jasmani, and D. Sunarsi, “PENGARUH STORE ATMOSPHERE TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN PADA STARBUCKS DI WILAYAH CIANJUR,” *J. Ekon. Ef.*, vol. 2, no. 4, pp. 578–585, 2020.
- [15] N. A. Budi and B. Sutedjo, “PENGARUH CITRA PERUSAHAAN, SUASANA TOKO DAN KEPUASAN PELANGGAN TERHADAP LOYALITAS PELANGGAN (Studi pada pelanggan Aluna Home Spa Semarang),” *J. Ekon. Ekon. Syariah*, vol. 5, no. 2, pp. 2288–2298, 2022.
- [16] M. R. Kurniawan and A. E. Yulianto, “PENGARUH KUALITAS LAYANAN , HARGA DAN STORE ATMOSPHERE,” 2007.