

THE INFLUENCE OF INNOVATION, COMPETITIVE ADVANTAGE AND LOCATION ON THE DECISION TO BUY KOPI KENANGAN IN JAKARTA WITH LIFE STYLE AS A MODERATOR

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Abstract

This study examines the effects of innovation, competitive advantage, and location on consumers' purchasing decisions for Kopi Kenangan in Jakarta, with lifestyle serving as a moderating variable. A quantitative approach was applied using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS. Data were collected through structured questionnaires from 150 consumers who had purchased Kopi Kenangan products in Jakarta. The results indicate that competitive advantage, location, and lifestyle have positive and significant effects on purchasing decisions, whereas innovation has no significant influence, suggesting that consumers do not consider product innovation a key determinant when purchasing Kopi Kenangan. In addition, lifestyle significantly strengthens the relationship between competitive advantage and purchasing decisions but does not moderate the effect of innovation. Lifestyle also negatively moderates the relationship between location and purchasing decisions, indicating that consumers with modern lifestyles place greater emphasis on digital convenience, product quality, and brand reputation than on physical store accessibility. These findings provide valuable managerial and academic implications.

Keywords: Innovation, Competitive Advantage, Location, Purchase Decision, Life Style.

INTRODUCTION

The history of Indonesian coffee dates back long before the Dutch East Indies colonialism. In the 17th century, the Dutch brought coffee plants in particular Varieties Arabica to the archipelago, making it one of the main export commodities and an important source of foreign exchange Indah et al. (2025). In the life of urban communities in Jakarta, it is increasingly complex due to rapid technological and infrastructure advances. The city is full of business buildings and high worker activity, which often leads to stress (Hanafah & Say, 2024). Established in 2017, Kopi Kenangan was founded by Edward Tirtanata, James Prananto, and Cynthia Chaerunnisa under the management of PT Bumi Berkah Boga. As noted by Chayadi et al. (2021), the brand quickly emerged as one of Indonesia's most recognized modern milk coffee chains, reaching its break-even point (BEP) within the first eight months of operation.

Since 2017, Kopi Kenangan is one of the coffee shops with a coffee-to-go concept in Indonesia. The business has experienced positive growth, with store expansion reaching tenfold in 2019 Rafliatha et al. (2021). With the concept of "affordable premium coffee" which means high-quality coffee at affordable prices, its first outlet was opened in Jakarta (Kuningan). Kopi Kenangan's business is not always successful. In its first year, the company sold only 700 cups of coffee, but then grew rapidly until it sold 30 million cups of coffee in 2020. Currently, Kopi Kenangan has more than 500 outlets in 32 cities in Indonesia Harish et al. (2022).

Kopi kenangan in Indonesia will experience an increase in sales in 2023 reaching IDR 1.5 trillion, in 2024 it will reach IDR 2.1 trillion, and in 2025 it will reach IDR 2.7-3.0 trillion, which is the highest increase in 2025 with growth reaching around 45% Lisa Monica (2026). According to Sari et al. (2022) Product innovations such as new menu variants and creative packaging are useful to increase buying interest, the intensity of competition in the contemporary coffee industry requires companies to continue to innovate sustainably, without consistent innovation, consumers tend to switch to other brands. From the aspect of competitive advantage, according to Sons (2024) Potentially removing competitiveness, memory Coffee face great pressure from similar competitors. Meanwhile, not all Outlets. have the right location, so that Accessibility and Visibility is an obstacle in attracting customers,

especially in urban areas with many coffee shops Rahmawati (2023). Previous studies have reported inconsistent findings regarding the determinants of purchasing decisions. Concerning the role of innovation, Putri & Mugiono (2022) found that innovation has a positive and significant influence on consumers' purchasing decisions for Kopi Kenangan products. In contrast, Putri & Ernawati (2022) reported that innovation has a negative effect on purchasing decisions. These contrasting findings indicate that the impact of innovation on purchasing decisions remains inconclusive and may vary across different research contexts.

Similar inconsistencies have been identified in studies examining competitive advantage. Sumarga et al. (2021) concluded that competitive advantage positively influences the purchasing decisions of coffee consumers at Djadjan Koffie. Conversely, Apriyanti et al. (2022) found that competitive advantage does not exert a positive or significant effect on purchasing decisions through customer loyalty. The influence of location on purchasing decisions has also generated mixed results. Pramisti (2023) in a study of Coffee 66 in Selopanggung, Kediri Regency, reported that location positively affects consumers' purchasing decisions. However, Cynthia et al. (2022) found that location does not significantly influence purchasing decisions, suggesting that the importance of location may differ depending on consumers' preferences and market conditions. With respect to lifestyle, Mubarak & Wiyadi (2024) identified a negative relationship between lifestyle and fashion product purchasing decisions through social media. In contrast, Selvi & Ningrum (2021) identified a negative relationship between lifestyle and fashion product purchasing decisions through social media. In contrast, Laura & Ringo (2017) reported that both innovation and competitive advantage positively influence purchasing decisions, with brand image acting as an intervening variable. On the other hand, Harjanto (2009) concluded that innovation and competitive advantage have a negative influence on consumers' purchasing decisions. These inconsistent findings highlight the need for further investigation to clarify the relationships among innovation, competitive advantage, location, lifestyle, and purchasing decisions across different business settings.

The inconsistent findings reported in previous studies reveal a clear research gap regarding the effects of innovation, competitive advantage, location, and lifestyle on purchasing decisions. While some studies have identified positive relationships, others have reported insignificant or even negative effects. These differences suggest that the influence of these variables may depend on consumer characteristics, product categories, or research settings. Furthermore, the moderating role of lifestyle in the relationships between innovation, competitive advantage, location, and purchasing decisions has received limited attention, particularly in studies on Kopi Kenangan. This study offers several contributions compared with previous research. It integrates innovation, competitive advantage, and location into a single research framework while examining lifestyle as a moderating variable, providing a more comprehensive understanding of consumer purchasing behavior. In addition, the research focuses on Indonesia's highly competitive food and beverage industry, where changing consumer preferences require businesses to continuously adapt. The use of Structural Equation Modeling (SEM) also enables a more accurate examination of the moderating role of lifestyle.

The primary objective of this study is to examine the effects of innovation, competitive advantage, and location on consumers' purchasing decisions for Kopi Kenangan and to determine whether lifestyle strengthens or weakens these relationships. A quantitative approach was employed by collecting data through questionnaires distributed to Kopi Kenangan consumers. The findings are expected to enrich the existing literature on consumer behavior while providing practical insights for businesses in developing more effective marketing strategies.

LITERATURE REVIEW

Marketing management is defined as the art and science of selecting target markets and building profitable relationships with customers through the creation, communication, and delivery of value. Meanwhile, according to Sudirjo et al. (2025) Marketing management is a planned process that includes the analysis, planning, execution, and control of marketing strategies to create value for customers, meet market needs, and achieve organizational goals.

Innovation

Asari et al. (2023) Innovation is different principles based on the process of making products and their use, and each group of definitions has different characteristics. In addition, innovation must also be adapted to an idea, practice, or object that is considered new by an individual or group Mellania (2021). To present innovations or updates that can increase usability, productivity, and competitiveness Diharto (2022). Innovation must have the ability to maintain a competitive advantage in a rapidly evolving global marketplace Suryono & Natalia (2024). Something can become an innovation when it is influenced by various elements of its origin, such as product cycles

that have been too long, new consumer needs, the potential to develop products, and so on Suryono & Panjaitan (2023).

Competitive Advantage

Santoso (2022) Competitive advantage is defined as a competitive relationship, where an organization has the same resources and components as one or more other organizations. And, business ability to create a competitive advantage in order to compete with Competitor Dewi & Falah (2022). Therefore, SMEs need to consider innovation and competitive advantages to improve marketing performance Suryono et al. (2025), SMEs that are integrated with marketing, innovation, and entrepreneurship orientation can face technological and market changes Suryono et al. (2025). To improve the sustainability of MSMEs in the post-pandemic era through marketing performance and consider some of the relevant variables mentioned earlier Suryono et al. (2025).

Location

Awang et al. (2022) location is the location or place, stating that the place where a business is carried out. Meanwhile, according to Putri et al. (2021) The location is a unique shopping spot and is used for shopping. And, strategic location in the center of the crowd, population density, easy access to public transportation, smooth traffic flow, and directions that are not confusing Fadhilah & Cahya (2022). According to Shirley (2021) One of the keys to success is location, location starts with choosing a community. This happens because choosing the right location often determines the success of a business Mutianisa & Cahyani (2024).

Purchase Decision

Arfah (2022) A purchase decision is the process of evaluating and choosing various options to make the most profitable decision. In the statement Salim et al. (2022) The next stage after there is a desire or intention to buy. The result of the process that consumers go through when they choose and buy goods that are considered to meet their needs Squirrels (2021). Customers have been exposed to many choices during the previous stage of the purchase decision, and at this stage, they will take action to make a decision about which product they will buy Haque (2020). There is an evaluation stage, customers can determine which brands they like in their preferred list and can also specify their desire to buy the brands they like the most Princess & Marlien (2022).

Life Style

Khairunnisa (2023) Lifestyle is changing a person's lifestyle in a way that can affect the way they spend their time, money, and needs. Patterns of action that distinguish between humans and humans Dewi et al. (2021). Meanwhile, according to Pratiwi & Patrikha (2021) by showing a person's behavior and consumption patterns, in activities, interests, and opinions. It also shows how a person uses time, spends money, and expresses himself in daily life. Putri & Marlien, (2022) This lifestyle reflects important values in modern societies influenced by globalization, such as freedom, independence, and personal expression. According to Sada (2022) lifestyle is still very important for Indonesian people, especially young people, because a person's behavior shows how they live, spend money, and manage their time.

LITERATURE REVIEW

HYPOTHESIS DEVELOPMENT

The Influence of Innovation on Purchasing Decisions

Innovations in previous research by Anggraeni & Aminah (2024) has a positive and significant influence on purchasing decisions. Research Fadhilah & Cahya (2022) shows that innovation has a significant positive effect on purchasing decisions. Other studies have shown a positive and significant influence on purchasing decisions Vianita et al. (2025). So it can be assumed from previous studies that the higher the innovation that consumers have, the higher the level of purchase decisions.

In the H1 hypothesis, it is determined: The Influence of Innovation has a positive impact on Purchase Decisions.

The Influence of Competitive Advantage on Purchasing Decisions

Competitive Advantage in previous research by Aldiesi & Wahyudin (2024) have a positive and significant effect on purchasing decisions. Research Squirting (2024) Finding a competitive advantage has a positive and significant effect on purchasing decisions. Other studies have shown a positive and significant influence on

purchasing decisions Mariyam & Taharuddin (2023). So it can be assumed from previous studies that the higher the competitive advantage that consumers have, the more they will increase purchasing decisions.

In the H2 hypothesis, it is determined: The Influence of Competitive Advantage has a positive impact on Purchase Decisions.

The Influence of Location on Purchase Decisions

The location in the previous research by Scarlet Witch (2020) has a positive and significant influence on purchasing decisions. Research Aryandi & Onsardi (2020) Finding a location has a positive and significant effect on purchasing decisions. As for the research Anggraini & Saino (2022) Obtaining results regarding location has a positive and significant effect on purchasing decisions. So it can be assumed from previous studies that the higher the location that consumers have, the higher the purchase decision.

In the H3 hypothesis, it is determined: The influence of location has a positive impact on the purchase decision.

The Influence of Life Style on Purchase Decisions

Lifestyle in previous research by Vivian (2020) Finding a lifestyle with variable purchasing decisions has a positive and significant relationship. Research Sari & Elsandra (2022) found that the influence of lifestyle on purchasing decisions had a significant positive effect. In research Manalu & Roshinta (2021) have a positive and significant effect on the Purchase Decision. From the previous studies above, it can be assumed that lifestyle has an important role in driving purchase decisions.

In the H4 hypothesis, it is determined: The influence of Life Style has a positive impact on the Purchase Decision.

Life Style Moderation on the Influence of Innovation on Purchase Decisions

Based on consumer theory, lifestyle can strengthen the purchase impulse because consumers tend to be interested in new and unique things, especially if they fit into habits Al Sukri et al. (2024). People who have a high lifestyle, are more likely to make the decision to buy a new product Thaariq (2025). Research Alyah (2024) prioritizing lifestyles and products that have environmentally friendly value, such as having an impact on their decision to buy goods.

In the H5 hypothesis, it is determined: Life Style moderates the Influence of Innovation on Purchase Decisions

Life Style Moderation on the Influence of Competitive Advantage on Purchase Decisions

Based on marketing theory, lifestyle can influence purchasing decisions because each group of customers has different preferences in assessing product quality Aurelia & Wriyakusuma (2022). However, lifestyles are more likely to consider advantages such as brand reputation, thus reinforcing the influence of competitive advantage on purchasing decisions Stefanni & Damanik (2026). Research Wrestling (2025) Competitive advantage can gain a wide range of business activities, such as design, manufacturing, marketing, product delivery and support.

In the H6 hypothesis, it is determined: Life Style moderates the Influence of Competitive Advantage on Purchase Decisions

Life Style Moderation on the Influence of Location on Purchase Decisions

Based on distribution theory and consumer behavior, lifestyle can influence purchasing decisions because it can increase or decrease the influence of location and purchasing decisions. Architect (2021). According to research Nurlia (2021) Location is a business or sale of goods determined by the company so that consumers can be accessed and provide various conveniences to meet consumer needs. However, lifestyle can moderate the relationship between location and purchasing decisions, either reinforcing or weakening those influences Hardani et al. (2024).

In the H7 hypothesis, it is determined: Life Style moderates the Influence of Location on Purchase Decisions

METHOD

model is relevant because the variables studied have variable measurement indicators and have moderating effect J. Hair & Alamer (2022). The research model consists of five variables. First, the innovation variable (Ragasari & Dewi, 2025) with four indicators, namely: Design, Quality, Reliability and Empathy. Second, the variable of competitive advantage is with five indicators, namely: Competitive price (Cost Lead), Uniqueness, Product Quality, Promotion and Distribution Suryono (2026). Third, location variables with five indicators, namely: Road Access, Visibility, Smooth Traffic, Parking Spaces and Environment (Biantoro, 2021). Fourth, the purchase decision

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variables with four indicators, namely: Transactional, Referenceal, Preferential and Exploratory (Septyadi et al., 2022). Fifth, the variable Life Style with three indicators, namely: Activity, Interest and Opinion Ginting (2022).

The population in this study is all coffee visitors with a sample formula based on Hair Jr et al. (2020), where research with a sample of 150 samples is better than 150 samples is very good and calculated with a minimum of 5-10 multiplied by the number of indicators. Because the population is very large and the exact number is unknown, random sampling samples are used. The sampling method from the population is used randomly without considering strata or levels of the population. This method is known as simple random sampling. In this study, the number of indicators used was 21 indicators. Based on suggestions Hair et al. (2010), the minimum sample count can be calculated as follows:

- 5 times the number of indicators: $5 \times 21 = 105$ respondents
- 10 times the number of indicators: $10 \times 21 = 210$ respondents

Thus, the ideal sample count is between 105 and 210 respondents. However, the researcher estimates the target sample number of 150 respondents to maintain the reliability of the analysis and accurate results.

The data were analyzed using several procedures. Respondents' demographic profiles and descriptive statistics, including the mean, minimum, maximum, and standard deviation, were first examined to summarize the characteristics of the data (Hair et al. 2021). The measurement model was then evaluated through validity and reliability tests. Indicators with factor loadings above 0.50 were considered valid, while values above 0.70 indicated a good model fit (Tambun & Sitorus 2024). Reliability was assessed using Cronbach's Alpha, ρ_A , and Composite Reliability, with values exceeding 0.70 indicating satisfactory consistency Sitorus & Tambun (2023). Finally, the proposed hypotheses were tested using a one-tailed approach, where a t-statistic greater than 1.65 and a p-value below 0.05 indicated statistical significance (Tambun et al. 2022). The structural model was further interpreted through path coefficients and the coefficient of determination (R^2) to evaluate the explanatory power of the proposed model.

RESULTS AND DISCUSSION

This study used a sample of 150 respondents with female and male respondents. Female respondents were 107 respondents (71.3%) and male respondents were 43 respondents (28.7%). The age of the respondents in this study was divided into 4 age sections, namely 12-24 years old as 131 respondents (87.2%), 25-37 years old as many as 17 respondents (11%), 38-50 years old as many as 2 respondents (1.8%), and age 51-63 years as many as 0 respondents (0%). The last education of the respondents was divided into 4 parts, namely junior high school with 4 respondents (2.4%), high school/vocational school equivalent with 59 respondents (39.6%), D3 students/ D3 graduates with 1 respondent (0.7%), S1 students/bachelor's graduates with 86 respondents (57.3%). The data quality test in this study used *Partial Least Square (PLS)* analysis, which uses the *Structural Equation Model (SEM)* equation model with an approach based on *variance or component based structural equation modeling*. The software used is *SmartPLS (Partial Least Square)*.

SmartPLS Descriptive Statistical Test

Descriptive statistics or deductive statistics are the part of statistics that study how data is collected and presented so that it is easy to understand, and only describes or provides information about data, circumstances, or phenomena (Hasan et al. 2001).

Table 1. Descriptive Statistical Test

Variable	N	Minimum	Maximum	Red	Standard Deviation
Innovation	150	1	5	3,79	0,849
Competitive Advantage	150	1	5	3,79	0,901
Location	150	1	5	3,69	0,865
Purchase Decision	150	1	5	3,69	0,854
Life Style	150	1	5	3,75	0,711

Source : SmartPLS Data Processing Results, 2026

Results Based on Descriptive Statistical Tests, can be concluded as follows:

1. The results of the descriptive statistical analysis of the innovation variable are described as having a minimum value of 1 while the maximum value is 5, having an average value of 3.79 and a standard deviation of 0.849 or equivalent to 84.9%.

Table 2. Validation and Reliability

Variable	Cronbach's Alpha	Rho A	Composite Reability	Average Variance Extracted (AVE)
CA	0.940	0.950	0.949	0.653
I	0.930	0.938	0.942	0.671
L	0.934	0.951	0.947	0.654
LS	0.763	0.900	0.803	0.455
LS*CA	1.000	1.000	1.000	1.000
LS*I	1.000	1.000	1.000	1.000
LS*L	1.000	1.000	1.000	1.000
PD	0.912	0.913	0.928	0.618

Description: *Competitive Advantage* , *Innovation* , *Location* , *Life Style* , *Purchasing Decision*

Based on the results of the Validity and Reliability Test showing the values of *Average Variance Extracted* (AVE), *Composite Reality*, and *Cronbach's Alpha* in the table above, it can be concluded that the results of the AVE value show that the variables of *Innovation*, *Competitive Advantage*, *Location*, *Life Style*, and *Purchase Decision* (*Purchasing Decision*) has obtained $5 > 0.5$ values and there is 1 variable that has obtained < 0.5 . So that it shows that there are 5 variables that are valid and adequate or it can also be said that some variables have good *discriminant validity*. The *Composite Reability* and *Cronbach's Alpha* values obtained > 0.7 . So that the accuracy of this test can be trusted and accepted. This is in line with the research conducted, where all existing variables, namely the variables of *Innovation*, *Competitive Advantage*, *Location*, *Life Style*, and *Purchasing Decision* obtained a $>$ of 0.7. So it can be concluded that all variables have a high level of reliability.

R-Square is used to measure how well linear regression models explain variations in data. The *R-Square* value is between 0 and 1, where the higher the *R-Square* value, the better. Based on the existing data, it can be seen that the *R-Square* value for the purchase decision variable is 0.851 this acquisition explains that the percentage of purchase decisions can be explained by innovation, competitive advantage, location and life style of 85.1% and seen from the *R-Adjust* value of 0.843 or 84.3%, this value or number has been classified as good because of the *R-Adjust* value obtained is above 50%.

The value contained in the *F-Square* also has an influence between the *Effect Size* variables, the *F-Square* value is 0.02 (Small), 0.15 (Medium), and the value of 0.35 (Large) if the value compared is less than 0.02, it can be ignored or not accepted. Based on the existing *F-Square* value, it can be said that the variable that has a large size effect with a criterion of > 0.35 is located in the *Life Style* variable where the value is 0.747.

Based on the data in the *moderating effect*, the path coefficient has obtained three hypotheses, namely: (1) *Life Style Moderation* on the Influence of Innovation on Purchase Decisions has a significant influence. (2) *Life Style Moderation* on the Influence of Competitive Advantage on Purchase Decisions has a significant influence. (3) *Life Style Moderation* on the Influence of Location on Purchase Decisions has a significant influence.

HYPOTHESIS TEST

Internal model analysis is carried out to ensure that the structural model is built is robust and accurate. The internal analysis of the model can be assessed significantly if the T-Statistic is > 1.96 and the other way is to look at the P-Value of < 0.05 . The following are pictures and tables of research results that have been tested using SmartPLS so that significant data and insignificant data can be seen.

Table 3. Hypothesis Test

	Hypothesis	Coefficient Value	Sample Mean	Standard Deviation	T Statistics	P Value	Verdict
H1	Competitive Advantage -> Purchasing Decision	0,124	0,129	0,049	2,516	0,006	Accepted
H2	Innovation -> Purchasing Decision	-0,047	-0,045	0,043	1,078	0,141	Rejected
H3	Location -> Purchasing Decision	0,476	0,476	0,066	7,155	0,000	Accepted
H4	Life Style -> Purchasing Decision	0,438	0,439	0,060	7,276	0,000	Accepted
H5	Life Style -> Competitive Advantage -> Purchasing Decision	0,084	0,079	0,040	2,094	0,018	Accepted
H6	Life Style -> Innovation -> Purchasing Decision	0,010	0,013	0,041	0,252	0,400	Rejected
H7	Life Style -> Location -> Purchasing Decision	-0,114	-0,106	0,044	2,573	0,005	Accepted

Source : SmartPLS Data Processing Results, 2026

Based on these data, it can be concluded that: of the seven hypotheses obtained in this study, there are five hypotheses that are accepted and two other hypotheses are rejected.

Proof of the First Hypothesis of the Influence of Competitive Advantage on Purchase Decisions

The results of the first hypothesis test indicate that Competitive Advantage has a positive and significant effect on Purchase Decisions. This is supported by a t-statistic of 2.516, which exceeds the critical value of 1.96, a p-value of 0.006, which is below 0.05, and an original sample coefficient of 0.124. Therefore, H1 is accepted, indicating that stronger competitive advantages increase consumers' likelihood of purchasing Kopi Kenangan products. Competitive advantage in this study is reflected by competitive pricing, product uniqueness, product quality, promotion, and distribution. These attributes provide additional value for consumers and differentiate Kopi Kenangan from competing coffee brands. Its diverse product offerings, affordable pricing strategy, convenient digital ordering system, and extensive outlet network contribute to consumers' purchasing decisions. Although other factors, such as price, promotion, product quality, and brand perception, may also influence purchasing behavior, competitive advantage remains an important determinant. Consequently, Kopi Kenangan should continuously strengthen its competitive advantages to sustain consumer interest and remain competitive in the increasingly dynamic coffee market. These findings are consistent with the studies of Suryono (2026), Santoso (2022), and Mariyam & Taharuddin (2023) which states that competitive advantage has a positive and significant effect.

Proving the Second Hypothesis of the Influence of Innovation on Purchase Decisions

The results of the second hypothesis test indicate that Innovation does not have a significant effect on Purchase Decisions. This is evidenced by a t-statistic of 1.078, which is below the critical value of 1.96, a p-value of 0.141, which exceeds 0.05, and an original sample coefficient of -0.047. Therefore, H2 is rejected, suggesting that innovation has a negative but statistically insignificant influence on consumers' purchasing decisions. Innovation in this study was measured through four dimensions: design, quality, reliability, and empathy. The findings imply that consumers may perceive product innovations, such as new menu offerings, packaging improvements, and product development, as common features that have become standard within the coffee industry. Consequently, these innovations no longer serve as the primary factor influencing purchasing decisions. Instead, consumers appear to place greater emphasis on other aspects, including brand reputation, competitive pricing, promotional activities, convenient digital ordering, and the growing coffee consumption lifestyle. As a result, although Kopi Kenangan continues to introduce product innovations, these efforts alone are insufficient to significantly increase consumers' purchasing decisions. These findings are inconsistent with the studies of Ragasari & Dewi (2025), Suryono & Panjaitan (2023) and Vianita et al. (2025) which states that innovation has a significant effect.

Proving the Third Hypothesis of the Influence of Location on Purchase Decisions

The results of the third hypothesis test demonstrate that Location has a positive and statistically significant effect on Purchase Decisions. This is indicated by a t-statistic of 7.155, which exceeds the critical value of 1.96, a p-value of 0.000, which is below 0.05, and an original sample coefficient of 0.476. Therefore, H3 is accepted, indicating that a more strategic and accessible location increases consumers' likelihood of purchasing Kopi Kenangan products. In this study, location was evaluated through five dimensions: road accessibility, visibility, traffic conditions, parking availability, and the surrounding environment. Convenient access, high outlet visibility, smooth traffic flow, and adequate parking facilities enhance customers' convenience and encourage store visits. Moreover, outlets located in strategic areas, such as shopping centers, office districts, and major roads, strengthen brand exposure and attract potential consumers. These findings suggest that location remains a key determinant of purchasing decisions, as consumers generally prefer outlets that are easy to access and provide a comfortable shopping experience. The results are consistent with previous studies by Biantoro (2021), Fadhillah & Cahya (2022), and Scarlet Witch (2020) which states significant positive results.

Proof of the Fourth Hypothesis of the Influence of Life Style on Purchase Decisions

The results of the fourth hypothesis test indicate that Lifestyle has a positive and statistically significant effect on Purchase Decisions. This is supported by a t-statistic of 7.276, which is greater than the critical value of 1.96, a p-value of 0.000, which is below 0.05, and an original sample coefficient of 0.438. Therefore, H4 is accepted, suggesting that consumers are more likely to purchase Kopi Kenangan products when the brand aligns with their lifestyle. Lifestyle in this study was measured through three dimensions: activities, interests, and opinions. Kopi Kenangan appeals to consumers with busy daily routines, such as employees and students, by offering convenient products and services that fit their lifestyles. Consumers' interest in coffee culture, modern lifestyles, and socializing in coffee shops also strengthens their intention to purchase. Furthermore, positive opinions regarding product quality, menu variety, affordable prices, digital ordering convenience, and the brand's modern image contribute to purchasing decisions. These findings indicate that aligning products and services with consumers' lifestyles enhances the likelihood of purchase. The results are consistent with previous studies by Ginting (2022), Khairunnisa (2023), and Manalu & Roshinta (2021) which states significant positive results.

Proof of the Fifth Hypothesis of Life Style Moderation on the Influence of Competitive Advantage on Purchase Decisions

The results of the fifth hypothesis test reveal that Lifestyle significantly moderates the relationship between Competitive Advantage and Purchase Decisions. This is demonstrated by a t-statistic of 2.094, which is higher than the critical value of 1.96, a p-value of 0.018, which is below 0.05, and an original sample coefficient of 0.084. Therefore, H5 is accepted, indicating that lifestyle strengthens the positive effect of competitive advantage on consumers' purchasing decisions. The findings suggest that Kopi Kenangan's competitive advantages, including high product quality, a diverse product portfolio, competitive pricing, convenient digital ordering, and efficient service, become more influential when they align with consumers' lifestyles. In other words, lifestyle not only directly affects purchasing decisions but also enhances the impact of competitive advantage on consumer behavior. Consumers whose daily activities, preferences, and habits are consistent with the brand's offerings are more likely to choose Kopi Kenangan. These findings support previous studies by Squirting (2024), Aldiesi & Wahyudin (2024), and Vivian (2020) that *Life Style* able to moderate the influence of competitive advantage on purchase decisions.

Proof of the Sixth Hypothesis of Life Style Moderation on the Influence of Innovation on Purchase Decisions

The results of the sixth hypothesis test indicate that Lifestyle does not significantly moderate the relationship between Innovation and Purchase Decisions. This is evidenced by a t-statistic of 0.252, which is below the critical value of 1.96, a p-value of 0.400, which exceeds 0.05, and an original sample coefficient of 0.010. Therefore, H6 is rejected, indicating that lifestyle does not strengthen or weaken the effect of innovation on consumers' purchasing decisions. These findings suggest that consumers evaluate Kopi Kenangan's innovations, such as new menu offerings, product variations, packaging improvements, and digital service features, primarily based on their functional benefits, quality, convenience, and overall value rather than their lifestyle. Consequently, the effectiveness of product innovation in influencing purchasing decisions appears to be relatively consistent across consumers with different lifestyle characteristics. This implies that innovation alone is insufficient to generate stronger purchasing decisions through lifestyle differences. These findings are consistent with the studies of Fauzi & Asri (2020),

Maryana & Permatasari (2019), and Anggraeni & Aminah (2024) that *Life Style* able to moderate the influence of innovation on purchasing decisions.

Proof of the Seventh Hypothesis of Life Style Moderation on the Influence of Location on Purchase Decisions

The results of the seventh hypothesis test indicate that Lifestyle significantly moderates the relationship between Location and Purchase Decisions. This is supported by a t-statistic of 2.573, which is higher than the critical value of 1.96, a p-value of 0.005, which is below 0.05, and an original sample coefficient of -0.114. Therefore, H7 is accepted, indicating that lifestyle negatively moderates the effect of location on purchasing decisions. The negative coefficient suggests that as consumers adopt more modern lifestyles, the influence of a store's physical location becomes weaker. Although strategically located outlets, such as those in shopping malls, office districts, campuses, and along major roads, remain attractive, consumers increasingly rely on digital platforms, online delivery services, and cashless payment systems. As a result, convenience, speed, and accessibility through digital channels are considered more important than proximity to a physical outlet. Consumers can easily purchase Kopi Kenangan products from home or the workplace without visiting a nearby store. These findings are consistent with the studies of Sari & Elsandra (2022), Aprileny et al. (2021), and Riswandani & Mahargiono (2023) that *Life Style* able to moderate the influence of location on purchase decisions.

CONCLUSION (TNR, 12 BOLD)

Based on the hypothesis testing and discussion, this study concludes that Competitive Advantage, Location, and Lifestyle are key factors influencing consumers' Purchase Decisions for Kopi Kenangan. Competitive Advantage, Location, and Lifestyle were found to have positive and significant effects on purchasing decisions, indicating that consumers are more likely to purchase Kopi Kenangan when the brand offers superior value, is strategically located, and aligns with their lifestyle. In contrast, Innovation did not significantly influence purchasing decisions, suggesting that consumers no longer perceive product innovation as the primary consideration when choosing Kopi Kenangan. The moderation analysis further revealed that Lifestyle strengthens the positive relationship between Competitive Advantage and Purchase Decisions but does not significantly moderate the relationship between Innovation and Purchase Decisions. In addition, Lifestyle negatively moderates the relationship between Location and Purchase Decisions, indicating that consumers with modern lifestyles tend to prioritize digital convenience, product quality, and brand reputation over the physical accessibility of outlets. Overall, the findings demonstrate that Location, Lifestyle, and Competitive Advantage play a more dominant role than Innovation in shaping consumers' purchasing decisions for Kopi Kenangan.

Based on the conclusions of the research, the author provides several suggestions that can be considered for related parties. For the management of Kopi Kenangan, it is recommended to maintain and improve the advantage of the competition with high-quality products, fast and friendly service, and maintain the brand reputation to remain the main choice of customers. Businesses must keep up with market needs by improving menus, loyalty programs, improving customer experience, and utilizing digital technology. For further researchers, it is recommended to add factors that can influence purchasing decisions, such as price, quality of service, promotions, customer satisfaction, customer loyalty, and brand image and can also expand the number of respondents, research areas, and research subjects to improve the generalization of results.

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