

UDC 332

THE EFFECT OF LIFESTYLE, BRAND IMAGE AND SERVICE QUALITY ON REPURCHASE INTENTION IN BALI STARBUCKS COFFEE

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ABSTRACT

Technological advancements have an impact on people's lives in improving the community's economy effectively and efficiently. It also changes people's lifestyles and behavior patterns that demand satisfactory service and is more concerned with the brand image of a product. Each industry is trying to survive and compete by showing the advantages and uniqueness of their respective products. This study was conducted with the aim of knowing the effect of lifestyle on repurchase intention at Starbucks Coffee in Bali, knowing the effect of brand image on repurchase intention at Starbucks Coffee in Bali, and knowing the effect of service quality on repurchase intention at Starbucks Coffee in Bali. This research method uses a quantitative method. The population used is consumers who have visited and bought products at Starbucks Coffee. The sampling method in this study used a non-probability sampling method, with a purposive sampling technique. This study was analyzed by multiple linear regression analysis. The results found that lifestyle has a positive and significant effect on repurchase intention at Starbucks Coffee in Bali. This means that the better the lifestyle provided by Starbucks Coffee, brand image has a positive and significant effect on repurchase intention at Starbucks Coffee in Bali, service quality has a positive and significant effect on repurchase intention at Starbucks Coffee in Bali.

KEY WORDS

Lifestyle, brand image, repurchase intention, service quality, Starbucks Coffee.

The company's competitiveness is growing very rapidly in line with the increasing needs of the community. The company tries to analyze the needs and desires of consumers. Nugraheni, et al. (2020), defines that repurchase intention is the desire and action of consumers to repurchase a product in meeting consumer expectations of making repeated purchases. The higher the intensity of consumers making repeat purchases, the company also gets higher sales and increases the company's profitability. Increasing repurchase interest can be done by adjusting the lifestyle or lifestyle of the community with the products offered. Lifestyle is a description of behavior, patterns, and ways of life that are shown how a person's activities, interests, and interests, and what they think about themselves so as to distinguish their status from other people and the environment through the social symbols they have. Lifestyle is closely related to the times and technology. In addition to lifestyle, brand image is one of the factors that influence consumer repurchase interest. Suwastiari et al., (2021), stated that brand image is a description of associations and consumer beliefs about certain brands. Brand image is an observation and belief held by consumers, as reflected in the association or memory of consumers. Consumers have a positive image of a brand, are more likely to make a purchase. Consumers' perceptions of a product drive the consumer's desire to buy the product.

Service quality is seen as one of the components in realizing the company's performance, this has the effect of bringing in new consumers and loyal to the company. Tjiptono (2008), states that service quality is the level of excellence in meeting customer expectations. One industry that is growing rapidly by prioritizing service satisfaction to increase sales is the coffee industry. Coffee is one of the most popular drinks, including Indonesia. Coffee is not only a drink in accompanying daily activities, but also a way of life for people. Several studies on the effect of lifestyle on repurchase intention have shown

inconsistent results. The findings of Katubi's research (2020) state that lifestyle has a positive effect simultaneously or partially on repurchase interest. The findings from Kusumasari (2020) which state that lifestyle partially does not have a positive and significant effect on repurchase intention. Inconsistent results are also shown in research on the effect of brand image on repurchase intention. The findings from Safitri, 2020 state that brand image has a significant positive effect on repurchase intention. On the other hand, according to research by Fatmalawati and Andriana, (2021) shows that brand image partially does not have a significant effect on repurchase intention. Previous research on the effect of service quality on repurchase intention also showed different results. The results of research by Winata and Kempa, (2021) which show that service quality has a positive and significant influence on repurchase intention but research by Prabowo, (2018) found that service quality did not have a significant positive effect on repurchase interest.

Based on the phenomenon and research gap empirical studies regarding the influence of lifestyle, brand image, and service quality on repurchase intention, the research problems are as follows: how is the influence of lifestyle on repurchase intention at Starbucks Coffee in Bali, how is the influence of brand image on repurchase intention in Starbucks Coffee in Bali, how is the effect of service quality on repurchase intention at Starbucks Coffee in Bali?

The purpose of this study was to analyze the effect of lifestyle on repurchase intention at Starbucks Coffee, analyze the effect of brand image on repurchase intention at Starbucks Coffee, analyze the effect of service quality on repurchase intention at Starbucks Coffee in Bali.

LITERATURE REVIEW

Theory of Reasoned Action (TRA)

The Theory of Reasoned Action (TRA) is a theory of reasoned action developed by Icek Ajzen and Martin Fishbein in 1980. This theory is derived from previous studies starting with attitude theory which studies attitudes and behavior. The concept of the theory of reasoned action is to explain that the interest of a person in an activity is determined directly from the action or behavior (Jogiyanto, 2007:31).

Lifestyle

Lifestyle is a way of life that is identified by a person in activities that are considered important in their environment (interest), and what they think about themselves and the world around them (Lomboan et al., 2020), Rismalasari, et al (2020), defines lifestyle as a person's way of life which is reflected in his activities, interests, and opinions. Lifestyle describes the whole person in interacting with his environment. From the description of the opinions of the experts above, it can be concluded that lifestyle is a description of behavior or lifestyle that is shown how the activities, interests, and interests of individuals are carried out repeatedly, as well as what they think about themselves so as to distinguish their status from others and surrounding environment. The lifestyle indicator in this study refers to the research of Rismalasari, et al. (2020) which adopts Plummer's (1974) theory, including: a) Activities, which are what consumers do, what products are bought or used, what activities are done to fill spare time. Although these activities are usually observable, the reasons for these actions can rarely be measured directly, b) Interest, is the object of the event, or topic in the level of heat that accompanies special or continuous attention to it.

Brand Image

Brand image is a series of consumer beliefs about a particular brand so that the brand association is embedded in the minds of consumers (Suwastiari, et al. (2021), Brand image is a representation of the overall perception of the brand and is formed from information and past experiences of the brand. Image towards a brand is associated with attitudes of beliefs and preferences towards a brand. Consumers who have a positive image of a brand, will be more likely to make a purchase. Consumer perceptions of a product move consumers' desire to buy the product. Brand image indicators in this study refer to Kurniawan's research (2020)

which adopted Ferrinadewi's book (2008:166), among others: a) the advantages of Brand Associations which consist of 3 things, namely the desire, the belief that certain brands can fulfill the desires and consumer beliefs that the brand has a significant difference compared to other brands, b) the strength of the Brand Association depends on the information entered in the memory of consumers. C) the uniqueness of the Brand Association so that the product has a unique characteristic and is difficult to imitate by competing manufacturers.

Service quality

Service quality is seen as one of the components that need to be realized by the company, because it has the influence to bring in new customers and can reduce the possibility of old customers to move to other companies. Service quality is the expected level of excellence and control over the level of excellence to meet customer desires (Tjiptono, 2008:85). Ramaputra (2018), explained that service quality is an effort to fulfill consumer needs and desires as well as the accuracy of delivery in balancing consumer expectations. Service quality has five dimensions or elements presented by Parasuraman, et al., in Tjiptono & Chandra (2011: 198), including: a) physical evidence is a factor that affects customer satisfaction in terms of visuals (related to the physical environment). Includes physical facilities, equipment, employees and means of communication, b) reliability is the ability to show the promised service responsibly and accurately to its customers. Reliability means the company keeps what it promises, both regarding delivery, problem solving and price. Reliability includes two main aspects, namely performance consistency and dependability. c) Responsiveness is the awareness to act quickly to help guests and provide timely service. Responsiveness or responsiveness, namely the willingness and readiness of employees to help customers and deliver services quickly. Some examples include: timeliness of service, speed of contacting customers again and fast service delivery, d) Assurance is the behavior of employees to foster customer trust in the company and the company can create a sense of security for its customers, e) Empathy is the ability to understand customer desires and paying attention to the emotions or feelings of customers and also the availability of attention or attention for customers.

Repurchase Intention

Interest is the desire to perform a behavior. Interest is not always static and can change over time (Jogiyanto, 2007:29). Consumer interest refers to the result of the visible action in the situation, namely the interest in carrying out a specific real response to be predicted. Interest will influence consumers in making a decision, which is related to the final decision that will be taken by consumers. Buying interest can lead to a decision to buy or not to buy a product or service (Solomon, 2004). Nugraheni, et al. (2020), defines repurchase intention as the desire and action of consumers to repurchase a product because of the satisfaction received as desired from a product. Meanwhile, in Ramaputra (2018), explained that repurchase interest is an internal stimulus that strongly motivates action, where this impulse is influenced by positive feelings about the product. Based on the description above, it can be explained that repurchase intention is the consumer's desire to make purchases in the future based on the experience that has been obtained. Consumers' desire to repurchase is usually based on satisfaction with the product because the product can meet the expectations of consumers who have made repeated purchases of a product more than once. The indicator of repurchase intention in this study refers to the research of Faradiba and Astuti (2013) which adopted the theory of Ferdinand (2006), including: a) transactional interest, namely the tendency of a person to always repurchase the products he has consumed, b) reference interest, namely the tendency someone to refer the product he has bought, so that other people will also buy it, with reference to his consumption experience, c) preferential interest, which is an interest that describes the behavior of someone who always has a primary preference for the product he has consumed. This preference can only be changed if something happens to the product of his preference, d) exploratory interest, which is an interest that describes the behavior of a person who is always looking for information

about the product he is interested in and looking for information that supports the positive characteristics of the product he subscribes to.

METHODS OF RESEARCH

Theory of Reasoned Action (TRA) is a theory of joint action or theory of reasoned action developed by Icek Ajzen and Martin Fishbein in 1980. This theory explains that the interest of a person to do (or not to do) a behavior is a direct determinant of action or behavior. In this context, if the consumer finally decides to buy a product, there will be behavior that follows the consumer after the purchase. The framework of this research is about the influence of Lifestyle, Brand Image, and Service Quality on Repurchase Intention of Starbucks Coffee in Bali as shown in Figure 1.

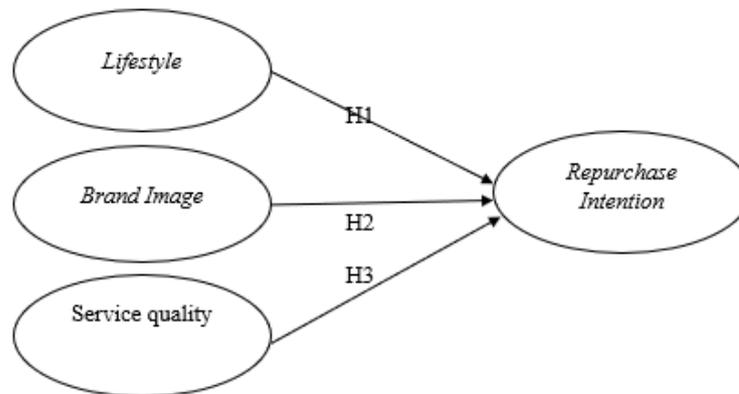


Figure 1 – Research Concept Framework. Source: Researcher Thinking Results (2021)

Influence of Lifestyle on Repurchase Intention

Lifestyle is a description of a person's behavior or lifestyle where they carry out an activity repeatedly based on their wishes or preferences. A person's lifestyle is usually difficult to change, because lifestyle adapts to one's social environment. The findings of Katubi's research (2020) state that lifestyle has a positive effect simultaneously or partially on repurchase interest. The findings from Kusumasari (2020) which state that lifestyle partially does not have a positive and significant effect on repurchase intention. Based on these findings, the hypothesis is as follows:

H1: Lifestyle has a positive effect on repurchase intention at Starbucks Coffee in Bali.

Effect of Brand Image on Repurchase Intention

A good brand image certainly makes consumer actors continue to trust the results of the product. A good brand image on a product makes consumers have trust, this is what makes consumers make repeat purchases. Research findings by Safitri, (2020) and Lestari and Dwiarta, (2021) which state that brand image has a positive effect on repurchase intention. On the other hand, research by Fatmalawati and Andriana (2021) shows that brand image partially has no significant effect on repurchase intention. Based on these findings, the hypothesis that brand image affects repurchase intention

H2: Brand image has a positive effect on repurchase intention at Starbucks Coffee in Bali.

The Influence of Service Quality on Repurchase Intention

Service quality can be interpreted as an effort to fulfill the needs and desires of consumers and the accuracy of delivery in balancing consumer expectations. The results of research by Winata and Kempa, (2021) which show that service quality has a positive and

significant effect on repurchase intention, research by Prabowo, (2018) finds that service quality does not have a significant positive effect on repurchase intention. Based on this, the hypothesis of service quality on repurchase intention is as follows:

H3: Service quality has a positive effect on repurchase intention at Starbucks Coffee in Bali.

This research was conducted at a Starbucks Coffee in Bali, with the object of research being Repurchase Intention which is influenced by Lifestyle, Brand Image, and Service Quality. The variables in this study consisted of the independent variables lifestyle (X1), brand image (X2), and service quality (X3). The dependent variable is Repurchase intention (Y). Lifestyle (X1) is a description of behavior, patterns, and ways of life that are shown how a person's activities, interests, and interests, as well as what they think about themselves so as to distinguish their status from other people and their environment, there are three indicators (Rismalasari, et al. al., 2020), including: activities, interests, opinions. Brand Image (X2) is a series of consumer beliefs about a particular brand so that the brand association is embedded in the minds of consumers (Kurniawan, 2020) which consists of indicators: brand excellence, brand strength, brand uniqueness. Service Quality (X3) is the expected level of excellence and control over the level of excellence to meet customer desires. Service quality consists of several indicators (Tjiptono & Chandra, 2011: 198), namely: having equipment that looks like modern, visually attractive physical facilities, employees appear clean, do things according to a certain time promised, show a genuine interest in get it done, get the service right the first time, the clerk tells you exactly when the service will be, the clerk gives you prompt service, the clerk is never too busy to respond to customer requests, the clerk is consistently courteous, the clerk has the knowledge to answer questions, company have employees who give personal attention to customers, the company has the best interests of customers, company officers understand the specific needs of customers. Repurchase Intention (Y), is the desire of consumers to make purchases in the future based on the experience that has been obtained. According to Ferdinand in Faradiba and Astuti (2013), repurchase intention can be identified through the following indicators: a) Transactional Interest, b) Reference Interest, c) Preferential Interest d) Explorative Interest.

This study uses qualitative and quantitative data with a population of consumers who have bought coffee at Starbucks coffee more than once. The sample used the sampling method in this study used a non-probability sampling method with purposive sampling. Methods of data collection by observation, interviews and questionnaires. The analysis technique uses multiple linear regression analysis techniques with classical assumption test. Data analysis was carried out using SPSS (Statistical Product and Service Solution).

RESULTS AND DISCUSSION

To test the validity in this study, an analytical technique with the Pearson Correlation format was used through the SPSS program. The provision of an instrument is said to be valid if it has a Pearson Product Moment correlation coefficient (r) > 0.3 with an alpha of 0.05. The results of the validity test in this study are shown in Table 1.

Based on the recapitulation of the validity test results shown in Table 1.1, the correlation coefficient value is greater than 0.3 for each research instrument from the lifestyle variables (X1), brand image (X2), service quality (X3), and repurchase. intention (Y) so that it can be said to be valid.

According to Ghozali (2018:45), the reliability test is used to measure a questionnaire which is an indicator of a variable. A questionnaire is said to be reliable or reliable if someone's answer to the statement is consistent. The reliability value is indicated by the Cronbach Alpha coefficient > 0.70. The results of the reliability test from this study can be seen in Table 2.

Based on the results of the reliability test shown in Table 2. that each Cronbach Alpha value on each instrument is greater than 0.70 so that all variables are eligible to be used as measuring instruments on the questionnaire instrument in this study.

Table 1 – Recapitulation of Validity Test Results

No	Variable	Indicator	Pearson Correlation	Description
1.	Lifestyle (X ₁)	X1.1	0,862	Valid
		X1.2	0,845	Valid
		X1.3	0,744	Valid
2.	Brand Image (X ₂)	X2.1	0,361	Valid
		X2.2	0,348	Valid
		X2.3	0,599	Valid
		X2.4	0,526	Valid
		X2.5	0,366	Valid
		X2.6	0,563	Valid
3.	Service quality (X ₃)	X3.1	0,878	Valid
		X3.2	0,936	Valid
		X3.3	0,936	Valid
		X3.4	0,868	Valid
		X3.5	0,936	Valid
		X3.6	0,943	Valid
		X3.7	0,936	Valid
		X3.8	0,826	Valid
		X3.9	0,905	Valid
		X3.10	0,730	Valid
		X3.11	0,834	Valid
		X3.12	0,794	Valid
		X3.13	0,734	Valid
		X3.14	0,734	Valid
		X3.15	0,705	Valid
4.	Repurchase Intention (Y)	X3.1	0,770	Valid
		X3.2	0,800	Valid
		X3.3	0,803	Valid
		X3.4	0,609	Valid

Source: Researchers, 2022.

Table 2 – Reliability Test Results

No	Variable	Nilai Cronbach Alpha	Description
1.	Lifestyle(X ₁)	0.907	Reliabel
2.	Brand Image(X ₂)	0.703	Reliabel
3.	Service quality (X ₃)	0.976	Reliabel
4.	Repurchase Intention (Y)	0.881	Reliabel

Source: Researcher, 2022.

The test results of multiple linear regression analysis are presented in Table 3. shows the constants and coefficients respectively in forming the multiple linear regression equation.

Table 3 – Multiple Linear Regression Analysis Results

Model	Coefficients ^a						Collinearity Statistics	
	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Tolerance	VIF	
	B	Std. Error	Beta					
(Constant)	.018	.395		.045	.964			
Lifestyle	.211	.073	.246	2.906	.005	.655	1.528	
Brand Image	.304	.108	.245	2.828	.006	.626	1.598	
Service quality	.522	.076	.492	6.872	.000	.916	1.091	

a. Dependent Variable: Repurchase Intention

Source: Researcher, 2022.

Based on the regression equation, it can be analyzed the influence of each independent variable on the repurchase intention variable, including:

$\alpha = 0,018$ means that if the lifestyle, brand image, and service quality have a fixed value, then the repurchase intention is 0.018.

$\beta_1 = 0,211$ means that lifestyle has a positive effect on repurchase intention. This means that the better the lifestyle, the higher the repurchase intention with the assumption that the brand image and service quality will remain.

$\beta_2 = 0,304$ means that brand image has a positive effect on repurchase intention. This means that the better the brand image, the higher the repurchase intention with the assumption that the lifestyle and service quality will remain.

$\beta_3 = 0,522$ means that service quality has a positive effect on repurchase intention. This means that the better the quality of service provided, the higher the repurchase intention with the assumption that the lifestyle and brand image are fixed. Service quality is the most dominant variable in influencing repurchase intention.

Normality test was carried out through Kolmogorov Smirnov's non-parametric statistical test. (K-S). If the results of Kolmogorov Smirnov show a significant value below 0.05, then the residual data is not normally distributed. The results of the Kolmogorov-Smirnov test can be seen in Table 4.

Table 4 – Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	0.0000000
	Std. Deviation	0.35924872
Most Extreme Differences	Absolute	0.087
	Positive	0.087
	Negative	-0.085
Test Statistic		0.087
Asymp. Sig. (2-tailed)		0.058 ^c

Source: Data processed, 2022.

Based on Table 4, the results of the data normality test obtained a statistical test value of 0.087 with an Asymp value. Sig. (2-tailed) of 0.058, which is greater than 0.05, which means that the data used in the multiple linear regression equation is normally distributed power.

Based on Table 5. it can be seen that the tolerance value of the lifestyle, brand image, and service quality variables is > 0.10 and the VIF value < 10 , it can be concluded that there is no symptom of multicollinearity between the independent variables in the regression model.

Table 5 – Multicollinearity Test Results

Model	Collinearity Statistics	
	Tolerance	VIF
Lifestyle	0,655	1,528
Brand Image	0,626	1,598
Service quality	0,916	1,091

a. Dependent Variable: Repurchase Intention

Source: Data processed, 2022.

According to Ghazali (2018: 137), the heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from the residuals between one observation and another. Based on Table 6., it can be seen that the significance value of each of the above variables is more than 0.05, so it can be concluded that the regression model does not contain heteroscedasticity.

Based on Table 7, it can be seen that the calculated F value is 39,081 with a significance of $0.000 < 0.05$. so it can be concluded that lifestyle, brand image, and service quality together have a significant effect on repurchase intention at Starbucks Coffee in Bali so that the model is feasible to use.

Table 6 – Heteroscedasticity Test Results

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	.720	.255		2.829	.006
Lifestyle	-.016	.047	-.041	-.337	.737
Brand Image	-.133	.069	-.240	-1.921	.058
Service quality	.037	.049	.079	0.764	.447

a. Dependent Variable: ABRES

Source: Data processed, 2022.

Table 7 – Results of F-Test Recapitulation and t-Test

No.	Variable	t-value	Sig.	F-value	Sig.
1.	Lifestyle	2,906	.004	39,081	.000
2.	Brand image	2,828	.006		
3.	Service quality	6,872	.000		

Source: Data processed, 2022.

The results of the coefficient of determination test. The adjusted R Square value is 0.536, which means that 53.6 percent of the repurchase intention variance can be explained by lifestyle, brand image, and service quality, while the remaining 46.4 percent is explained by other variables not examined as shown in Table 8.

Table 8 – Coefficient of Determination Test Results (R2)

Model Summary ^b									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.741 ^a	.550	.536	.36498	.550	39.081	3	96	.000

a. Predictors: (Constant), Service quality, Lifestyle, Brand Image
 b. Dependent Variable: Repurchase Intention

Source: Data processed, 2022.

The t test is used to show how far the influence of the independent variables individually is to explain the variation of the dependent variable (Ghozali, 2018: 98). In this study, there are 3 hypotheses proposed, the results of testing these hypotheses can be explained as follows: The influence of lifestyle (X1) on repurchase intention (Y) a significance value of 0.005 < 0.05, then Ho is rejected and Ha is accepted, meaning that lifestyle has a positive effect and significant on repurchase intention at Starbucks Coffee in Bali. The effect of brand image (X2) on Repurchase intention (Y), the significance value is 0.006 < 0.05, then Ho is rejected and Ha is accepted, meaning that brand image has a positive and significant effect on repurchase intention at Starbucks Coffee in Bali. The effect of service quality (X3) on Repurchase intention (Y), the significance value is 0.000 < 0.05, then Ho is rejected and Ha is accepted, meaning that service quality has a positive and significant effect on repurchase intention at Starbucks Coffee in Bali

Influence of Lifestyle on Repurchase Intention

Based on the results of the analysis conducted, lifestyle has a positive and significant effect on repurchase intention at Starbucks Coffee in Bali. This means that hypothesis 1 is accepted. As already explained, lifestyle is a description of a person's behavior or lifestyle where they carry out an activity repeatedly based on their wishes or preferences. If a person's lifestyle is in accordance with the company or makes their self-image rise because they consume products from that company, it will make them continue to make repeat purchases. The results of this study are supported by the research of Nugraheni, et al. (2020) and Katubi (2020) who stated that lifestyle had a positive and significant effect on repurchase intention.

Effect of Brand Image on Repurchase Intention

Based on the results of the analysis conducted, brand image has a positive and significant effect on repurchase intention at Starbucks Coffee in Bali. This means that hypothesis 2 is accepted. A good brand image certainly makes consumer actors continue to trust the results of Starbucks products. This view is the benchmark for someone to make a repeat purchase. A good brand image on a Starbucks product makes consumers have confidence in the product, this is what makes consumers of course consider buying a product again. Repurchase interest itself arises because of an aspect, one of which is the brand image of a product. Repurchase intention occurs when someone has purchased a product and consumed it more than once. The results of this study are supported by the research of Safitri, (2020) and Lestari and Dwiarta, (2021) which state that brand image has a positive and significant effect on repurchase intention.

The Influence of Service Quality on Repurchase Intention

Based on the results of the analysis conducted, the quality of service has a positive and significant effect on repurchase intention at Starbucks Coffee in Bali. This means that hypothesis 3 is accepted. Service quality can be interpreted as an effort to fulfill the needs and desires of consumers and the accuracy of delivery in balancing consumer expectations. Quality of service can be in the form of concrete actions provided by Starbucks. And if the quality of service provided balances consumer expectations and quality, then consumer interest in making repeat purchases will be higher. The results of this study are supported by Susieti (2017) and Winata and Kempa, (2021) found that service quality has a positive and significant effect on repurchase intention.

CONCLUSION

Based on the results of the study, it can be concluded that: Lifestyle has a positive and significant effect on repurchase intention at Starbucks Coffee in Bali, meaning that the better the lifestyle provided, the higher the customer's repurchase intention. Brand image has a positive and significant effect on repurchase intention at Starbucks Coffee in Bali, meaning that the better the brand image owned by Starbucks Coffee, the higher the repurchase intention of customers. Service quality has a positive and significant effect on repurchase intention at Starbucks Coffee in Bali, meaning that the better the quality of service provided by Starbucks Coffee in Bali, the more customer repurchase intention will increase.

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