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LIFESTYLES THAT IMPACT THE CHOICE TO VISIT A CAFÉ IN THE NORTHERN AREA OF BANDUNG CITY AT WEST JAVA PROVINCE

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Abstract

The trend of the growth of café in the North Bandung City Area is increasing, along with increasing mobility and the need for people to enjoy coffee in beautiful nature. The growth of the café is also in line with the growth of nature-based tourist destinations, which are increasingly attractive to visit. This study analyses how lifestyle influences the decision to visit café in North Bandung City, West Java Province. The research method used qualitative with a descriptive survey approach of 100 respondents who visited café in North Bandung City, West Java Province. Simple linear analysis is the data analysis method employed. The results showed that lifestyle positively and significantly affected the decision to visit café in North Bandung City, West Java Province. This influence is in a robust classification. Thus, the implication of this research is the need for café in the North Bandung City area of West Java Province to organize café oriented towards visitors' needs and lifestyle desires, mainly when associated with social media. This research needs to be continued by involving other aspects as variables studied, for example, social media.

Keywords: Lifestyles and Decision of Customers

1. INTRODUCTION

Due to its potential to be an alternative economic movement, the tourism industry is one that plays a significant part in economic growth. One of the main industries for generating foreign exchange, national income, jobs, and eliminating poverty is tourism. After the exports of coal and palm oil (CPO), the tourist industry now ranks among the third largest contributors of national foreign exchange (Elistia, 2021). Along with these developments, Indonesia's coffee shops have tripled from 1,083 outlets in 2016 to more than 2,937 outlets in 2019, which will continue to grow. With the current number of outlets, Toffin estimates that the total profit of coffee shops in Indonesia will reach IDR 4.8 trillion! To achieve this, the government and tourism business managers must understand the behaviour and preferences of tourists in order to provide maximum service (Vu et al., 2016).

In recent years, Bandung's corporate community has grown incredibly quickly. That Phenomenon shows that more and more types of businesses and industries are

popping up in Indonesia. Human life is impacted by industrial and technological advancements, particularly in the modern commercial environment. One of the developments in the business world is marked by the many business people trying the culinary business. The development of the culinary business is a fascinating phenomenon for us to study, especially in the current era of globalization. Competition in the culinary business world is getting more challenging, so each type of culinary business also competes to attract consumers in Indonesia to win the competition. One of the developments in the business world is marked by the many business people trying the culinary business. The culinary business, which includes food and beverage service businesses, is regulated in the Regional Regulation of the City of Bandung Number 7 of 2012 concerning the implementation of tourism. The regulation is contained in Article 18, it says that a firm providing food and drinks equipped with tools and equipment for manufacturing, storing, and serving them is a food and beverage service business.

Restaurants and cafes are thus classified as food and beverage service businesses by Law 10/2009, which states that a food and beverage service business is a food and beverage supply service business that is equipped with tools and equipment for the manufacturing process and can be in the form of restaurants, cafes, catering services, and bars/ taverns. The increasing opportunity in the culinary business has encouraged intense competition in the culinary business, especially in gaining market share. This condition certainly influences companies to develop appropriate marketing strategies as a form of corporate solutions in dealing with the competition. In this case, the company focuses more on its marketing activities, given its orientation to providing value to consumers.

Bandung is one of the cities with relatively high appeal in the field of food and drink or culinary. Bandung Culinary is also an icon for culinary hunters inside and outside the city. The rotation of the culinary business in Bandung has contributed to the regional tourism industry. Bekraf's Deputy for Research, Education and Development, Abdur Rohim Boy, said that Bandung is currently home to many creative activists who contribute to improving the city's economy.

Table 1. Number of Café in Bandung City

Subdistrict	Number of Café	Subdistrict	Number of Café
Andir	9	Cidadap	17
Antapani	18	Cinambo	3
Arcamanik	2	Coblong	27
Babakan Ciparay	9	Gede Bage	14
Bandung Kidul	8	Kiara Condong	9
Bandung Kulon	11	Lengkong	20
Bandung Wetan	17	Mandalajati	2
Batununggal	17	Panyileukan	3
Bojongloa Kaler	15	Rancasari	6
Bojongloa Kidul	21	Regol	5
Buah Batu	25	Sukajadi	11
Cibeunying Kaler	12	Sukasari	10
Cibeunying Kidul	10	Sumur Bandung	39
Cibiru	8	Ujung Berung	19
Cicendo	15		
Total Number of Café = 341			

Source: BPS Jabar, 2020

Competition in the cafe business in Bandung is very tight as shown in table 1. Many entrepreneurs start restaurant and cafe businesses in Bandung due to the growing view that Bandung is a culinary center. Currently, many consumers spend their time in

cafes. It is also a good business opportunity to make a profit, marked by the increasing number of cafes and restaurants in Bandung every year.

The more cafes, the more intense the competition in this business, which requires each cafe to have an exciting concept to attract customers because cafes have become a place where people can gather with friends just to kill time. Alternatively, it can be used as a place for meetings with business partners. Especially nowadays, people come to cafes not only to eat or drink but want to find a place to relax and relieve fatigue from college assignments and work assignments. Moreover, teenagers who come to the cafe see the food and drink menu and the concept of the place.

The cafe trend is also happening, especially in café in the city of Bandung, the number of which is increasing every year; with a large number of cafes in the city of Bandung, consumers have to choose a cafe according to their wishes, especially at this time many applications make it easier for consumers to find a cafe according to their wishes. In this extremely competitive market, businesses are successful in seizing chances and pinpointing specific activities in order to acquire or utilize goods and services; subsequently, consumers gain experience and react to the use of these goods and services. Business actors must continually improve and take advantage of the strengths and opportunities in their business by highlighting factors that differentiate or are unique to competitors to create a sense of consumer interest.

Based on this phenomenon, this research aims to explore the lifestyle that influences the decision to go to a cafe in the northern area of Bandung City, West Java province, the results of which can be used in decision-making regarding cafe development in the north region of Bandung City, West Java province, as well as being a source of information, for further research.

2. LITERATURE REVIEW
2.1 Lifestyles

The definition of lifestyle needs to be well understood, although not all scientists are unanimous about what lifestyle means. According to a psychologist by the name of Adler (1929), a lifestyle is a collection of behaviors, such as social interactions, consumption of commodities, entertainment, and wearing styles, that have significance for both individuals and other people at a particular time and location. Lifestyle behaviors are a mix of habits, customs that are accepted by everybody, and deliberate actions (Darma & Japarianto, 2014).

According to Assael (2012), a person's lifestyle can be determined by the things they do with their free time (activities), the things they find interesting in their surroundings (interests), and the opinions they have about themselves and the people they interact with. Lifestyle, according to Mowen & Minor (2002), demonstrates how people choose to live their lives, allocate their resources, and spend their time. A person's daily routine, as exhibited through their activities, interests, and attitudes, is referred to as their lifestyle by Kotler & Amstrong (2019).

Based on some of these interpretations, the term "consumer lifestyle" refers to a person's way of living, handling his finances, and spending his free time. Different from consumer personality is consumer lifestyle. Characteristics of customers are referred to as having a personality. The consumer lifestyle and personality are associated even if the two notions are distinct. Consumers' personalities are reflected in their internal traits, while their lifestyles, or the way they behave, are the outward expression of those traits (Widokarti and Priansa, 2019).

Consumer lifestyle consists of various types, which differ from one another. In general, the types of consumer lifestyles (Widokarti and Priansa, 2019), consist of:

a. Independent Lifestyle. Independent Lifestyle is a widespread phenomenon in urban life. Companies must understand the needs and desires of consumers with an independent lifestyle. Consumers with this type are usually consumers with an adequate level of education with adequate financial support as well. An independent lifestyle can escape the consumerism culture because these consumers make their choices responsibly and can think innovatively and creatively to support this independence. This type of consumer usually likes products that describe his independence in society.

b. Modern Lifestyle. In this modern and practical era, people must be included in everything, including technology. Many consumers compete to be the best and first in understanding the technology, including gadgets. Modern Lifestyle is closely related to digital Lifestyle. Digital Lifestyle is a term often used to describe the modern Lifestyle of consumers where their lives are full of digital technology and information. This type of consumer is often literate with new technology, and price is not the primary consideration for meeting these needs and desires.

c. Healthy Lifestyle. A straightforward decision that is ideal for running is to have a healthy lifestyle. Maintain a healthy environment, way of thinking, and way of living. Everything that can be done to produce good and positive consequences is what is meant by the word "healthy" in its most fundamental definition. Consumers with a healthy lifestyle enjoy using fitness and exercise equipment. Consumers like this like to consume healthy food and are critical when consuming products.

d. Hedonic Lifestyle. Spending more time outside of the home, playing more, having fun in the city population, purchasing expensive items they adore, and always wanting to be the center of attention are all examples of the hedonic lifestyle. Consumers with a lifestyle like this have become the latest trend in the lives of young people.

e. Frugal Lifestyle. Consumers with a frugal lifestyle can think strictly about their financial management. Before consuming the product, he compares the price in one place with another. He considers that the price difference is essential. Consumers like this can think about where to consume

2.2 Decision of Customers

Purchasing is one of the buying decision processes in which consumers ultimately buy a product. In making purchasing decisions, many consumers are influenced by various factors. Producers and marketers should be more observant in identifying who makes purchasing decisions, the types of decisions involved and the steps in the buying process (Widokarti and Priansa, 2019).

Buying behavior suggests that individual actions directly contribute to the decision-making process that determines these actions as well as the exchange of money for products and services. Physical activity (in the form of direct consumer actions throughout the stages of the purchasing decision-making process) and mental activity—specifically, when consumers evaluate products in accordance with predetermined criteria—are always involved in consumer decisions to purchase a product (Setiadi, 2015, p. 15). The choice, purchase, usage, and nonuse of products or services by people, groups, and organizations is included in the understanding of consumer purchasing choices. Because each customer makes unique and varied purchasing decisions, it is difficult to

understand consumers. According to Kotler & Armstrong (2012), customers go through a number of decision-making stages before making a purchase.

Consumer purchasing decisions are when consumers form tendencies to choose the most preferred brand (Kotler & Keller, 2018, p. 192). Schiffman & Kanuk (2018, p. 13) state that consumer behaviour studies how an individual allocates existing resources.
Research Hypothesis
Lifestyles has positif and significant impact to the choice of visit a café in the northern area of Bandung City in West Java Province

3. RESEARCH METHODS

By examining the phenomena that occur, quantitative research methodology was employed. The goal of quantitative research is to test hypotheses that have already been established. A positivist-based research methodology called quantitative analysis is used to study certain populations or groups (Sujarweni & Endrayanto, 2020). Research tools are used to collect data, sampling strategies are frequently random, and statistical or quantitative methods are employed to analyze the findings (Sugiyono, 2021). Consumers of café in the northern part of Bandung City in the West Java Province make up the study's demographic. Since the size of the populations is unknown, 100 samples are taken (Sugiyono, 2019).

The spread test results can be used to perform validity and reliability checks before being processed using the traditional assumption test. Once the lift has been collected, analyze the data using statistical techniques like simple regression analysis.

4. FINDINGS AND DISCUSSION

4.1 Result

The data tabulation results are then tested for the validity of the question instrument related to lifestyle with valid results (R_{count} is greater than r_{table}). The data is presented as follows:

Table 2. Lifestyle Validity

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
VAR00001	47.3667	23.275	.619	.819
VAR00002	47.8000	20.786	.571	.813
VAR00003	47.8000	20.717	.581	.812
VAR00004	48.1000	21.886	.542	.816
VAR00005	47.8000	22.579	.413	.826
VAR00006	48.2333	22.461	.335	.834
VAR00007	48.1333	22.189	.512	.819
VAR00008	47.7000	19.045	.785	.791
VAR00009	47.6000	23.214	.448	.830
VAR00010	47.6667	23.126	.406	.826
VAR00011	48.1000	21.266	.445	.826
VAR00012	47.9000	22.369	.469	.822

Source: Results of Data Processing, 2023

After testing the validity of the lifestyle instrument, it is known that the validity of the decision to visit the instrument is tested with valid results (R_{count} is greater than r_{table}). The data is presented as follows:

Table 3. Visiting Decisions Validity

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
VAR00001	52.7667	34.185	.438	.839
VAR00002	53.2000	30.166	.684	.822
VAR00003	53.3000	32.631	.450	.838
VAR00004	53.2333	35.289	.443	.848
VAR00005	53.2667	31.306	.586	.829
VAR00006	53.3000	33.528	.409	.840
VAR00007	52.7667	34.185	.438	.839
VAR00008	53.2000	30.166	.684	.822
VAR00009	52.9667	33.275	.498	.835
VAR00010	53.2667	32.823	.520	.834
VAR00011	53.4333	30.392	.512	.836
VAR00012	52.7333	34.271	.425	.840
VAR00013	53.2667	31.720	.538	.832
VAR00014	53.7667	33.426	.380	.842

Source: Results of Data Processing, 2023

After the research instrument is known to be valid, then the next step is to look at the reliability of the lifestyle variables presented in the following table:

Table 4. Reliability of Lifestyle

Reliability Statistics

| Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.832	.839	12

Source: Results of Data Processing, 2023

Visit decision reliability is presented as follows:

Table 5. Reliability of Visiting Decisions

Reliability Statistics

Cronbach's Alpha	N of Items
.846	14

Source: Results of Data Processing, 2023

These results indicate the reliability of lifestyle variables and visiting decisions has a Cronbach Alpha value higher than 0.60; thus, the variable instrument is reliable.
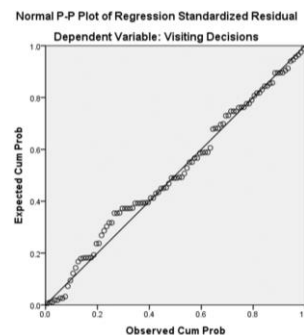
Figure 1. Normality Test
Source: Results of Data Processing, 2023

Figure 1 explains that the distribution pattern is regular because it spreads and follows around the diagonal line. After the normality test results are known, the next test is carried out on the coefficient of determination.

Table 6. Coefficient of Determination

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.715[a]	.512	.507	4.05151

a. Predictors: (Constant), Lifestyle

b. Dependent Variable: Visiting Decisions

Source: Results of Data Processing, 2023

The value of the R (correlation) square is 0.715. Thus, lifestyle influences the decision to visit by 0.715 or 71.5%, and the remaining 28.5% is influenced by various factors not examined.

Simple linear regression is used to test the hypothesis of the influence of lifestyle on the decision to visit consumers of café in the northern part of Bandung City in the West Java Province. The research hypothesis used is narrated as follows:

a. $H_1 = \beta_1 = 0$; Lifestyle has no positive and significant effect on consumers' decision to visit café in the northern part of Bandung City in the West Java Province.

b. $H_1 = \beta_1 \neq 0$; Lifestyle has positive and significant effect on consumers' decision to visit café in the northern part of Bandung City in the West Java Province.

The results of testing the hypothesis appear in the following figure:

Table 6. Hypothesis Testing Results

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	20.139	3.998		5.037	.000
	Lifestyle	.803	.079	.715	10.135	.000

a. Dependent Variable: Visiting Decisions

Source: Results of Data Processing, 2023

The table value with the count value is more significant and positive. Thus, the hypothesis is accepted. In other words, lifestyle positively and significantly affects consumers' decision to visit café in the northern part of Bandung City in the West Java Province. The linear regression equation in this study is: $\hat{Y} = 20{,}139 + 0{,}803\ X$. The equation explains that the constant $\hat{Y}$ is 20.139, then the decision to use this shows a positive thing. If lifestyle has increased by 1 then the decision to visit will increase by 0.803. These results explain that lifestyle has an influence on consumers' decision to visit café in the northern part of Bandung City in the West Java Province

4.2 Discussion

The discussion findings show a relationship between the study's lifestyle indicators and consumer visitation decisions. In addition, consumers' decisions to visit a café in the northern portion of Bandung City in the West Java Province are significantly influenced by their way of life.

According to previous research described by Lazer (1963) as a systematic concept representing the living characteristics of a particular society or group of people, which

also differ from those of other societies and groups of people, the results of this study are consistent with this definition, which was subsequently supported by Andersone and Gaile-Sarkane's (2009) findings that consumer behavioral factors influenced lifestyle factors and their role in consumer behavior. Consumer purchase decisions are influenced by numerous variables, including age, sex, marital status, occupation, purchasing capacity, educational level, family size, consumption pattern, location of the store, consumers' interest in the product's features, and lifestyle. Among these variables, lifestyle is the most influential.

5. CONCLUSION

Considering the outcomes of this study, it is explained that lifestyle has a high average score, and the decision to visit has a moderate average score. Additionally, this research discovered that lifestyle has a good and significant impact on the decision to visit café in the northern part of Bandung City in the west Java Province is 71.5%, and the remaining 28.5% is influenced by various factors not examined. The magnitude of the influence is in a potent category. Café visitors feel that they come to café not only to consume coffee and enjoy nature, but they also think that visiting café is an inseparable lifestyle from actual society. The research's implication is that café in the North Bandung City area of West Java Province should set up café that are focused on visitors' needs and lifestyle preferences, especially those that are related to social media. The study needs to be expanded by including additional factors as research variables, such as social media.

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