

Determinants of Starbucks Purchasing Decision on Gen Z in Medan

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Abstract

Starbucks is recognized for its unique flavor and premium-quality products, making it a favored destination for customers, particularly young individuals, to socialize and spend time at Starbucks outlets in Medan. In addition to product quality, factors such as engaging promotions and a comfortable store ambiance also play a role in influencing customers' purchasing decision. This study aims to evaluate and analyze purchasing decision for Starbucks beverages by examining the impact of product quality, social media, and store atmosphere. A descriptive quantitative approach was utilized, with accidental sampling applied to collect data from 100 respondents. Multiple linear regression was used for data analysis. The results indicate that product quality and social media have a positive and significant impact on purchasing decision. Conversely, the store atmosphere does not have a significant or positive effect when considered individually. However, when combined, product quality, social media, and store atmosphere significantly influence purchasing decision, explaining 51.7% of the variance, while the remaining 48.3% is attributed to other factors not covered in this study.

Keywords: Product Quality, Social Media, Store Atmosphere, Purchasing Decision

INTRODUCTION

Along with an increasingly dynamic lifestyle and increasing stress levels, people need a place to relax and relieve stress (Winardy et al., 2021). A coffee shop is a favored location for this reason. Coffee shops provide an assortment of coffee beverages, non-

359

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coffee beverages, and various snack items as accompaniments. Coffee is a beverage favored by diverse demographics, ranging from youth to adults.

Currently, numerous brands are establishing enterprises in the coffee beverage sector, with Starbucks being one of the most renowned worldwide. Starbucks serves as more than a venue for coffee; it has integrated into the lifestyle of contemporary civilization. Starbucks offers a diverse selection of coffee options, as well as goods and accompaniments. Starbucks, originating in the United States, has evolved into the largest coffee shop chain globally, with over 35,711 locations across many nations.

In Indonesia, the quantity of Starbucks locations rose from 523 in 2022 (Gamma Shafina, 2023) to 567 branches in 2023. Medan, North Sumatra, is one of the cities in Indonesia that hosts 16 Starbucks locations. Individuals in Medan frequently patronize the Starbucks establishment situated within Sun Plaza Mall. At comparison to other coffee establishments at Sun Plaza, Starbucks is frequently the preferred option for people of Medan.

Diverse aspects, such as product quality and initiatives to foster client loyalty, can enhance consumer purchase selections regarding Starbucks. (Pratomo, 2024) indicates that quality control or product quality testing, which aligns with consumer expectations or adheres to the Indonesian National Standard (SNI), can foster trust in product quality. This is essential for Starbucks as it seeks to uphold its status as the preferred option for consumers. The excellence of Starbucks coffee derives from premium coffee beans sourced from organic agriculture. This agricultural practice preserves soil health, minimizes pesticide usage, and promotes biodiversity within the farming ecosystem (Nasib, Syaifuddin, et al., 2023).

In marketing, it is essential to uphold product quality and to devise an appealing promotional strategy to enhance customer interest in a product (Jeffany et al., 2021). This strategy also seeks to enhance the visibility of Starbucks products across the broader community (Fausta et al., 2021). Starbucks provides advantages to users of its member card as a promotional strategy. For instance, during initial use, Starbucks provides a ticket for acquiring a tall beverage for merely IDR 10,000. Furthermore, members in possession of a card receive a 50% discount voucher applicable to select transactions.

Starbucks has a variety of other intriguing promotional options. Starbucks typically disseminates information regarding these campaigns through Instagram, partnering with advertising accounts to convey promotions pertinent to Medan City. This has successfully garnered the attention of the Medan community towards Starbucks products (Clarisa Cristabel Rich Yunianto & Mukhamad Kholil Aswan, 2023). Additional promotional

360



examples encompass complimentary upsizes for specific bank credit card holders based on current events, breakfast/lunch set promotions, discounts for member card holders or customers presenting Starbucks tumblers, and buy one get one free coupons available through the LINE application (Pratiwi et al., 2021). Moreover, Starbucks partners with applications like Grab and Gojek to provide a buy-one-get-one-free promotion on 1-liter beverages for Rp100,000 during specific events (Tobing et al., 2021).

Nowadays, many people are interested in visiting places with visually appealing and aesthetic designs, especially those that are suitable for sharing on social media (Prasetyo & Pudjoprastyono, 2023). The activity of sharing moments through social media makes an attractive design an added value for a place. One of the factors that influences the decision to purchase Starbucks products is the store atmosphere (Sundari et al., 2021). Starbucks has a unique and different atmosphere compared to other coffee shops. To support this, Starbucks designs its interior design carefully and aesthetically to create a comfortable experience for customers (Dahlani & Hp, 2024).

The Starbucks approach prioritizes sophisticated interior design, featuring a planned arrangement of tables and chairs, reliable Wi-Fi connectivity, and music that creates a warm and inviting atmosphere. This design not only captivates customers but also motivates people to select Starbucks as a venue for relaxation or business. Prior findings demonstrate that product quality and social media substantially affect consumer purchase behavior, but store atmosphere exerts a comparatively minor influence (Handayani, 2022). Consequently, a comprehensive understanding of the determinants affecting purchasing decision will enable Starbucks and analogous companies to formulate more successful marketing strategies aligned with contemporary consumer tastes (Aula, 2021).

This study specifically highlights the consumer behavior of Generation Z, which is known as a group that is highly connected to technology and social media. This focus provides a new contribution in understanding how product quality, social media, and store atmosphere factors influence purchasing decision in this market segment, which has not been discussed in depth in previous studies. Another novelty of this study is emphasizing the significant influence of social media as a dominant factor in purchasing decision. This study confirms that promotions through digital platforms such as Instagram, TikTok, and Facebook have a greater appeal than physical store elements, especially among Generation Z. This strengthens the understanding of the relevance of digital marketing strategies in the modern era.



RESEARCH METHODS

The researcher employed a quantitative descriptive research methodology in this investigation. The sample size consisted of 100 respondents, as the population of Starbucks enthusiasts in Medan cannot be precisely determined. The sample method employed was incidental sampling. This technique selects the sample based on chance encounters, specifically individuals who inadvertently meet the researcher and fit the established criteria. This study use multiple linear regression as its data analysis strategy. Data collection was conducted by the distribution of questionnaires to Starbucks patrons in Medan. Alongside the questionnaire, the researcher conducted interviews with other consumers who had purchased Starbucks items to attain a more profound comprehension of the phenomena at Starbucks.

RESULTS OF DATA ANALYSIS AND RESEARCH**Table 1. Respondent Characteristics**

Respondent Description	Frequency	Percentage
Male	42	42%
Female	58	58%
16-20 Years	32	32%
21-25 Years	50	50%
26-30 Years	12	12%
31-35 Years	4	4%
>35 Years	2	2%
Student	1	1%
College Student	69	69%
Private Employee	30	30%

This is a descriptive analysis derived from respondent data:

1. Gender

Among 100 responders, the majority were female (58%), whereas males constituted only 42%. This indicates that female consumers exhibit greater dominance in purchasing Starbucks items, perhaps attributable to the appealing advertising elements that frequently capture women's interest.



2. Age

The predominant age group among responders was 21-25 years (50%), followed by those aged 16-20 years (32%). Starbucks predominantly targets individuals within this demographic cohort. The 26-30 age cohort accounted for 12%, whilst the 31-35 age cohort and those over 35 years contributed merely 4% and 2%, respectively. The study indicates that Starbucks goods are favored by younger people.

3. Occupation

The predominant group of respondents was students, accounting for 69%, while private employees constituted 30%. Concurrently, students contributed merely 1%. Students and employees frequently utilize coffee as a study or job aid to enhance their concentration and vitality.

Table 2. Descriptive Statistics

Variable	N	Min	Max	Mean	Std Deviation
Product Quality	100	38	70	56.5	7.736
Social Media	100	27	50	38.78	5.868
Store Atmosphere	100	24	40	34.88	4.063
Purchase Decision	100	16	40	30.06	5.376
Valid N (listwise)	100				

This analytical description is derived from Table 2. Descriptive Statistics:

1. Quality of Product

The average score for product quality is 56.5, suggesting that respondents' evaluations of Starbucks' product quality are notably elevated. The score varies from 38 to 70, signifying considerable disparity in evaluations of product quality. The standard deviation of 7.736 signifies a moderate variation among respondents in evaluating product quality.

2. Social Media

The average score is 38.78, suggesting that social media exerts a moderate influence on respondents' perceptions. The ratings vary from 27 to 50, indicating differences in the degree of social media influence across participants. The



standard deviation of 5.868 indicates a minor variance in respondents' assessments of social media's influence.

3. Retail Environment

The average score is 34.88, suggesting that the store ambiance significantly influences purchasing decision. The scores span from 24 to 40, suggesting that respondents' impressions of the retail ambiance are quite consistent. The standard deviation of 4.063 indicates minimal variation among respondents in their evaluation of the retail atmosphere.

4. Acquisition Determination

The mean score for purchasing decision is 30.06, indicating a moderate impact on consumers' choices to buy Starbucks items. The interval of values from 16 to 40 signifies a substantial disparity among respondents concerning purchasing decision. A standard deviation of 5.376 signifies moderate variability in customer purchasing behavior.

Classical Assumption Test

Normality Test

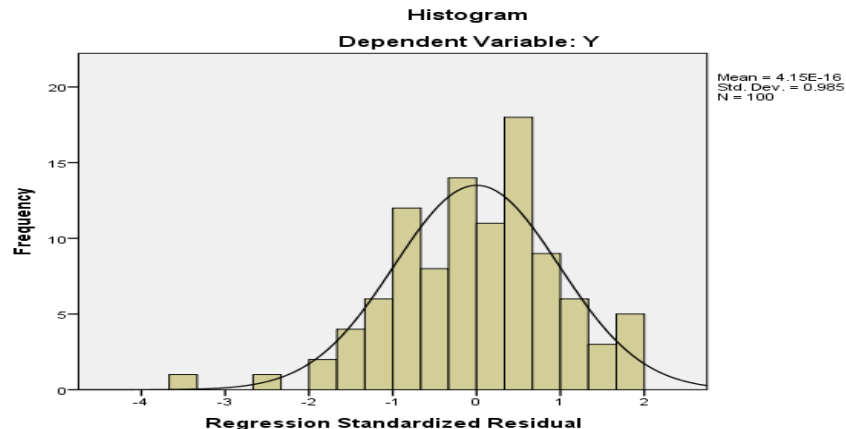


Figure 1. Histogram of normality test

Figure 1 illustrates that the curve of the processed data has a bell curve pattern. Furthermore, the bars in the data seem to conform to the contour of the theoretical normal curve, suggesting that the data distribution approximates normality.

Multicollinearity Test**Table 3. Multicollinearity Test**

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-.044	3.356		-.013	.990		
	KP	.183	.080	.263	2.299	.024	.372	2.686
	SM	.411	.101	.449	4.057	.000	.399	2.508
	SA	.109	.127	.083	.865	.389	.534	1.872
a. Dependent Variable: Y								

A multicollinearity test is employed to analyze the relationship among independent variables using tolerance values and VIF indicators. Generally, we permit a tolerance value above 0.10, while necessitating the VIF value to remain below 10. According to Table 6, the test findings indicate that the variables of product quality, social media, and store atmosphere do not exhibit multicollinearity issues. The tolerance values of all independent variables exceed 0.10, while the VIF values remain below 10.

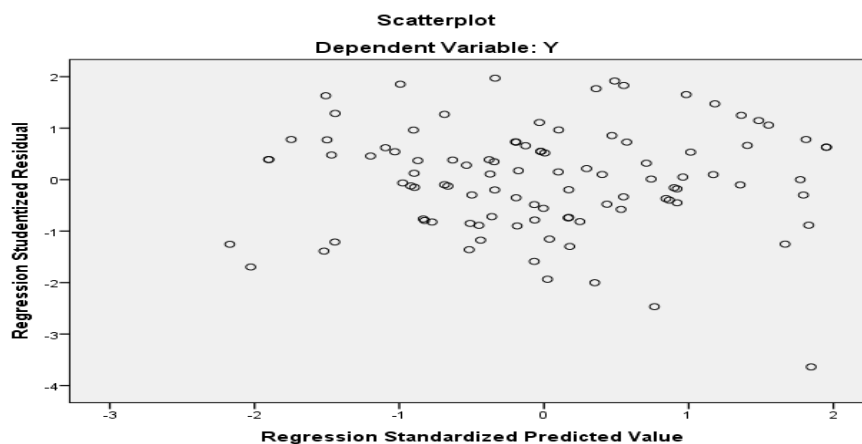
Heteroscedasticity Test**Figure 3. Heteroscedasticity Test**

Figure 3 illustrates a stochastic arrangement of points, lacking any discernible or systematic pattern. This criterion indicates a uniform variance of the residuals across observations, signifying the lack of heteroscedasticity in the regression model. The regression model satisfies the assumption of homoscedasticity, signifying its robust and dependable predictive accuracy.

Multiple Linear Regression Test

Table 4. Multiple linear regression test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.044	3.356		-.013	.990
	KP	.183	.080	.263	2.299	.024
	SM	.411	.101	.449	4.057	.000
	SA	.109	.127	.083	.865	.389

The data from Table 4 produced the regression equation $Y = -0.044 + 0.183$ (Product Quality) + 0.411 (Social Media) + 0.109 (Store Atmosphere) + e . The invariant value The constant value of -0.044 represents the estimated purchase decision value of -0.044 units when all independent factors (product quality, social media, and store atmosphere) are set to zero. The product quality variable of 0.183 indicates that each one-unit increment in product quality will result in a 0.183 unit increase in the purchase decision. The coefficient of the social media variable, 0.411 , signifies that each one-unit rise in social media corresponds to a 0.411 unit increase in the purchase decision. The store atmosphere variable has a coefficient of 0.109 , indicating that each one-unit increase in store environment will result in a 0.109 unit increase in purchase decision.

Coefficient of Determination

Table 5. Determination Coefficient Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.729 ^a	.531	.517	3.738



According to Table 5, the adjusted R-squared value of 0.517, or 51.7%, indicates that purchasing decision are elucidated by the factors of product quality, social media, and store atmosphere. Conversely, the remaining 48.3% is affected by additional variables not addressed in this study, including brand image, service quality, pricing, and product availability.

F Test

Table 6. F Test

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1520.330	3	506.777	36.271	.000 ^b
	Residual	1341.310	96	13.972		
	Total	2861.640	99			
a. Dependent Variable: Y						
b. Predictors: (Constant), SA, SM, KP						

The statistical test produced an F-count of 36.271, exceeding the F-table value of 2.70 ($36.271 > 2.70$). The findings demonstrate that product quality, social media, and retail atmosphere collectively exert a considerable impact on purchasing decision. Consequently, we may endorse the idea that product quality, social media, and retail ambiance concurrently affect purchasing decision. This signifies that the three variables significantly influence consumer purchasing decision at Starbucks.

T Test

Table 7. t Test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.044	3.356		-.013	.990
	KP	.183	.080	.263	2.299	.024
	SM	.411	.101	.449	4.057	.000



	SA	.109	.127	.083	.865	.389
a. Dependent Variable: Y						

The t-value of the product quality variable (X1) of 2.299 has a positive and significant effect with a significance value of 0.024 ($0.024 < 0.05$). Thus, the hypothesis H0 is rejected and H1 is accepted because the $t\text{-value} > t\text{-table}$ ($2.299 > 1.985$), which indicates that partially the product quality has a significant effect on purchasing decision at Starbucks. The t-value of the social media variable (X2) of 4.057 also has a positive and significant effect with a significance value of 0.000 ($0.000 < 0.05$). Therefore, the hypothesis H0 is rejected and H1 is accepted because the $t\text{-value} > t\text{-table}$ ($4.057 > 1.985$), which means that purchasing decision at Starbucks are partially and significantly influenced by social media. Meanwhile, the t-count value of the store atmosphere variable (X3) is 0.865 with a significance value of 0.389 ($0.389 > 0.05$) indicating that the hypothesis H0 is accepted and H3 is rejected because the $t\text{-count} < t\text{-table}$ ($0.865 < 1.985$). This indicates that store atmosphere does not have a partial and significant effect on purchasing decision at Starbucks. The results of the partial hypothesis test show that by using the t-test, the t-count value of the store atmosphere variable is 0.865 which is smaller than the t-table of 1.985, with a significance level of $0.389 > 0.05$. Thus, store atmosphere does not significantly affect purchasing decision at Starbucks.

The Influence of Product Quality on Starbucks Purchasing Decision

The initial hypothesis test findings indicate that the t-count of 2.299 exceeds the t-table value of 1.985, with a significance level of 0.024 ($0.024 < 0.05$). The results indicate that a favorable and significant partial effect of product quality impacts purchasing decision at Starbucks. This suggests that higher product quality at Starbucks correlates with an increased probability of consumer purchases. The quality of a product significantly influences purchasing decision, as superior items not only fulfill consumer needs but also cultivate loyalty and promote repeat purchases. Starbucks is recognized as a global brand that provides premium coffee products characterized by consistent flavor, diverse product variations, and carefully sourced raw materials. The consistency of quality is the primary appeal for consumers, particularly Generation Z, who exhibit a strong affinity for product excellence.

This study's findings corroborate prior studies demonstrating a substantial influence of product quality on purchasing decision (Pratomo, 2024)(Widyarsih et al., 2023)(Darmayanti & Aminah, 2023). Consumers evaluate products according to flavor,

368



presentation, and quality consistency, which contribute to consumer satisfaction (Wakhyuni et al., 2024). Moreover, Starbucks patrons frequently engage in repeat purchases due to the reliable quality of the coffee and its unique flavor. This study highlights that product quality significantly influences purchase decision in the café and restaurant sector (Nur et al., 2023). Elements including raw material quality, manufacturing standards, and product diversity enhance value for consumers (Farello Josua Massie et al., 2024). This aligns with the conclusion that consumers of Starbucks in this study value product quality (Daulay, 2022).

The Influence of Social Media on Starbucks Purchasing Decision

The findings of the second hypothesis test indicate that the t-count value of 4.057 exceeds the t-table value of 1.985, with a significance level of 0.000 ($0.000 < 0.05$). This finding demonstrates that social media significantly influences shopping decision at Starbucks. Generation Z and Millennials often utilize social media for product information, reviews, and the influence of visually captivating content. Starbucks' social media marketing methods, including engaging postings, discounts, and interactive campaigns, have demonstrated efficacy in stimulating consumer purchasing interest.

The findings of this study align with prior research indicating that social media exerts a direct and substantial impact on shopping decision (Farhan et al., 2024)(Deandra et al., 2023)(Elliot, 2024). Promotional content, appealing images, and dynamic engagement on social media can enhance consumer participation and stimulate interest in sampling Starbucks goods (Reklamilar et al., 2023). Brands' presence on social media fosters emotional connections between consumers and brands (Suleman et al., 2023). Starbucks, as a worldwide brand, leverages positive social media interactions to foster tighter relationships with consumers and stimulate purchasing decisions (Khairani, 2023). Visually appealing material, efficient promotions, and interactive involvement on social media can enhance consumer interest in items (Nasib, Julitawaty, et al., 2023). This study highlights that consumers exhibit greater interest in brands that actively and creatively employ social media as a marketing instrument (Hou, 2024).

The Influence of Store Atmosphere on Starbucks Purchasing Decision

The findings of the third hypothesis test indicate that the t-count value of 0.865 is less than the t-table value of 1.985, with a significance level of 0.389 ($0.389 > 0.05$). The results demonstrate that store atmosphere does not exert a substantial partial influence on purchasing decision at Starbucks. The outcomes of this study indicate that, for

369



Starbucks users, particularly Generation Z, store atmosphere is not the primary determinant of purchasing decision. Consumers often emphasize product quality and the impact of social media promotions, which significantly affect their purchasing decision. The retail atmosphere significantly impacts customer experience, yet its influence may differ based on consumer traits and preferences. Starbucks patrons are inclined to emphasize convenience, accessibility, and product quality over the comfort of the store's physical surroundings.

The findings of this study contradict earlier research indicating that store atmosphere significantly influences purchasing decision (Rompas et al., 2024)(J Dusauw et al., 2023)(Firhannusa & Sutejo, 2023). An inviting and visually appealing setting can enhance consumer experience and stimulate purchasing decision. Environmental stimuli in a retail setting can affect consumer behavior and foster a favorable emotional experience (Prasetyo & Pudjoprastyono, 2023). This influence is contingent upon customer preferences and priorities. Time-constrained consumers favor efficiency over the store's physical comfort (Dahlani & Hp, 2024). This aligns with the traits of Generation Z, who favor rapid access to great items and frequently depend on social media for information (Nasib et al., 2024).

CONCLUSION

The study's results indicate that product quality and social media exert a positive and significant impact on purchasing decision, however store atmosphere does not significantly influence them. Product quality significantly influences consumer purchasing decision. Consistent product quality, unique flavor, and product innovation generate value that fulfills customer expectations. Starbucks, as an international brand, has effectively employed these principles as fundamental components in cultivating consumer happiness and loyalty. Simultaneously, social media significantly enhances product and brand attractiveness. Starbucks' engagement on digital platforms including Instagram, Facebook, and TikTok enables consumers to access product information, interact directly with the company, and participate in promotional initiatives. This effective digital marketing method is highly pertinent to Generation Z's behavior, as they exhibit more responsiveness to visual and interactive media while making purchasing decision. Conversely, the store atmosphere did not significantly affect purchasing decision in this study. This suggests that the physical attributes of the business, including interior design, comfort, and ambiance, are not a primary concern for Starbucks customers. Contemporary consumers, particularly Generation Z, prioritize product accessibility,

370



service efficiency, and other elements such as product quality and readily accessible digital promotions.

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371



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372



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