

Entertainment Experience and Purchase Decisions in Coffee Shops: The Non-Significant Moderating Role of Consumer Lifestyle

Siti Fatmah¹, Andri Helmi Munawar², Dara Siti Nurjanah³

^{1,3}Prodi Administrasi Bisnis, STISIP Bina Putera Banjar

²Fakultas Ekonomi dan Bisnis, Universitas Siliwangi

¹sitifatmahstisip@gmail.com, ²andri.helmi@unsil.ac.id, ³dara.nurjanah88@gmail.com

Keywords	Abstract
Entertainment Experience, Purchase Decision, Consumer Lifestyle, Moderated Regression Analysis, Coffee Shop	The development of coffee shops has shifted consumer orientation from merely purchasing products to seeking valuable and memorable experiences. In this context, entertainment experience has become an important strategy for coffee shops to create differentiation and influence consumer behavior. This study aims to examine the effect of Entertainment Experience on Purchase Decision, with Consumer Lifestyle as a moderating variable, at Coffee Shop Sakata in Banjar City. This study employed a quantitative approach with an explanatory research design. Data were collected through questionnaires distributed to 100 consumers of Coffee Shop Sakata selected using purposive sampling. The data were analyzed using regression analysis and Moderated Regression Analysis (MRA) with a significance level of 5%. The results show that Entertainment Experience has a positive and significant effect on Purchase Decision, with a correlation coefficient of 0.775, a coefficient of determination of 60.1%, and a significance value of 0.001. However, Consumer Lifestyle is not proven to significantly moderate the effect of Entertainment Experience on Purchase Decision, as the interaction effect has a significance value of 0.077, which is greater than 0.05. These findings indicate that entertainment experience can directly encourage purchase decisions, but consumer lifestyle does not significantly strengthen or weaken this relationship. This study contributes to experiential marketing literature by emphasizing the role of entertainment experience as a direct driver of purchase decisions in the coffee shop context. Practically, Coffee Shop Sakata should continue to improve the uniqueness, variety, and quality of its entertainment offerings to create more engaging consumer experiences.

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I. INTRODUCTION

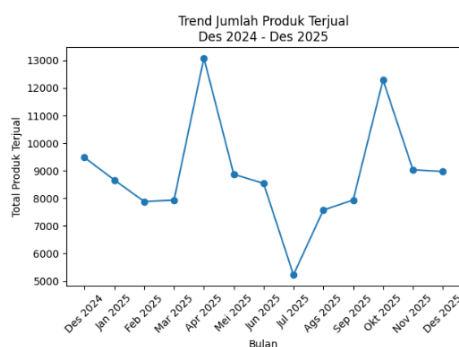
The coffee shop industry has grown rapidly over the past decade and has become an important part of urban life. This phenomenon is no longer limited to large cities such as Jakarta and Bandung, but has also expanded to smaller and non-metropolitan cities, including Banjar City. The growth of coffee shops is driven not only by rising coffee consumption but also by changing consumer preferences. Consumers today tend to seek multifunctional spaces that provide comfort, social interaction, and memorable experiences. According to the Indonesian Central Bureau of Statistics (BPS, 2023), the accommodation and food service subsector showed positive post-pandemic growth, along with the recovery of consumer activities and the increasing tendency

of young consumers to prioritize lifestyle-oriented and experience-based consumption.

In this context, local coffee shops are required to compete not only through product quality, price, or location, but also through the creation of unique and meaningful experiences. One form of experience that has become increasingly relevant is entertainment experience. Global consumption trends indicate that consumers now prioritize experiential value when choosing places to visit, rather than merely considering the functional quality of the products offered (Budiman dan Dananjoyo, 2021). Therefore, coffee shops that are able to provide entertainment, emotional comfort, and social interaction may have a stronger opportunity to influence consumers' purchase decisions.

Entertainment experience in this study refers to the entertainment-related experience received by consumers through activities, facilities, or atmospheres that provide pleasure, emotional involvement, and recreational value during their visit to a coffee shop. Based on the concept of the experience economy, Pine and Gilmore (1999:33) explain that entertainment experience is one type of experience in which consumers obtain value from enjoyable and recreational entertainment activities, either through passive or active involvement. In the coffee shop context, entertainment experience may include live music, games, karaoke, or other recreational facilities that create a more engaging and memorable consumption environment.

Coffee Shop Sakata, located in Banjar City, is one of the local coffee shops that adopts an experience-based concept by integrating entertainment elements into its service offering. The entertainment provided, such as acoustic live music, billiards, and karaoke, becomes a distinctive feature that differentiates Coffee Shop Sakata from other coffee shops in the surrounding area. These entertainment elements are expected to create a more enjoyable atmosphere, increase consumer engagement, and encourage consumers to stay longer, interact socially, and make purchase decisions.



Source: Coffee Shop Sakata Banjar City, 2025 (processed data).

Figure 1. Sales Trend of Coffee Shop Sakata from December 2024 to December 2025

As shown in Figure 1, the sales trend of Coffee Shop Sakata from December 2024 to

December 2025 fluctuated from month to month. Sales decreased gradually in the early months of 2025 and reached the lowest point in July 2025. Although sales increased sharply in April and October, the increase was not consistently maintained in the following months. This pattern indicates that Coffee Shop Sakata has not yet achieved stable sales performance. Therefore, it is important to examine whether entertainment experience can influence consumers' purchase decisions and whether consumer lifestyle strengthens or weakens this relationship.

However, despite the presence of entertainment facilities, sales data from Coffee Shop Sakata during the period of December 2024 to December 2025 show a fluctuating trend. As presented in Figure 1, sales increased and decreased from month to month, indicating that the business had not yet achieved stable sales performance. At the beginning of 2025, sales showed a gradual decline until reaching the lowest point in the middle of the year. Although sales increased again in certain months, such as April and October, the increase was not consistently maintained. This condition indicates that the presence of entertainment elements may attract consumers at certain times, but may not automatically create stable purchase decisions in the long term.

The fluctuation in sales suggests that entertainment experience may influence purchase decisions, but the strength of this influence may depend on consumer characteristics. One relevant factor is consumer lifestyle. Lifestyle reflects consumers' activities, interests, and opinions, which shape how they respond to consumption experiences. Consumers with a social, modern, and experience-oriented lifestyle may respond more strongly to entertainment elements in coffee shops. In contrast, consumers who visit coffee shops mainly for functional reasons may not be as influenced by entertainment-based experiences. Therefore, consumer lifestyle may play a role in strengthening or weakening the relationship between entertainment experience and purchase decisions.

Previous studies on coffee shop consumer behavior have mostly focused on store atmosphere, servicescape, customer experience, product quality, and service quality. Meanwhile, entertainment experience as a specific construct has received relatively limited attention, particularly in the context of local coffee shops in non-metropolitan areas. In addition, lifestyle has often been examined as an independent variable, while its role as a moderating variable in the relationship between entertainment experience and purchase decisions remains underexplored. This creates a research gap that needs to be addressed.

Based on this background, this study aims to examine the effect of entertainment experience on purchase decisions, with consumer lifestyle as a moderating variable, in the context of Coffee Shop Sakata in Banjar City. This study is expected to contribute theoretically to the development of consumer behavior and experiential marketing studies, particularly by explaining how entertainment-based experiences influence purchase decisions. Practically, the findings are expected to provide insights for local coffee shop managers in designing entertainment strategies that are more relevant to consumer lifestyles and more effective in encouraging purchase decisions.

II. LITERATURE REVIEW

Stimulus-Organism-Response Theory

This study is grounded in the Stimulus-Organism-Response (S-O-R) framework, which explains how external stimuli influence individuals' internal conditions and subsequently produce behavioral responses. In consumer behavior research, the S-O-R framework is often used to explain how environmental cues, marketing stimuli, and experiential elements shape consumers' psychological states and purchasing behavior. The stimulus represents external factors perceived by consumers, the organism refers to consumers' internal states such as emotions, perceptions, attitudes, or lifestyle orientations, and the response refers to the behavioral outcome that emerges after consumers process the stimulus.

In the context of this study, entertainment experience is positioned as a stimulus that consumers receive during their visit to a coffee shop. Entertainment elements such as live music, games, karaoke, and recreational activities may create pleasure, emotional involvement, comfort, and social interaction. These elements may influence how consumers evaluate the coffee shop experience and encourage them to make purchase decisions. Meanwhile, consumer lifestyle is positioned as a psychological and psychographic condition that may shape how consumers respond to entertainment-based experiences. Purchase decision represents the response that occurs after consumers evaluate the entertainment experience and other contextual factors during their visit.

The S-O-R framework is relevant because consumers do not respond to entertainment stimuli in the same way. The same entertainment experience may create a strong purchase response among consumers who have a social, modern, and experience-oriented lifestyle, but may have a weaker impact on consumers who visit coffee shops for functional reasons only. Therefore, consumer lifestyle is expected to moderate the relationship between entertainment experience and purchase decision.

Entertainment Experience

Entertainment experience refers to the experience obtained by consumers through entertainment-related activities, facilities, or atmospheres that create pleasure, emotional engagement, and recreational value during consumption. In service industries, entertainment experience is increasingly considered an important component of experiential marketing because it allows consumers to obtain not only functional benefits, but also emotional and social value. In the context of coffee shops, entertainment experience may include live music, games, karaoke, community events, thematic activities, or other recreational elements that enrich consumers' visit experience.

The concept of entertainment experience is closely related to the idea that consumers increasingly seek experiences rather than merely products. In the coffee shop industry, consumers do not only purchase coffee, food, or beverages; they also seek a place to relax, socialize, enjoy the atmosphere, and obtain memorable experiences. Thus, entertainment becomes part of the value proposition offered by coffee shops.

Entertainment may create a pleasant atmosphere, increase consumers' length of stay, encourage interaction among visitors, and differentiate one coffee shop from its competitors.

Entertainment experience can also function as a strategic element in building emotional engagement. Consumers who feel entertained tend to experience positive emotions such as joy, comfort, relaxation, and excitement. These emotions may increase satisfaction with the visit and strengthen consumers' tendency to purchase products offered by the coffee shop. In this sense, entertainment experience is not only an additional facility, but a stimulus that can shape consumer perceptions and behavioral responses.

Several studies in digital contexts have shown that entertainment content and activities can increase emotional involvement and encourage purchasing tendencies, both in the form of impulse buying and other purchase-related behaviors (Ngo et al., 2025; Verma & Pathak, 2023; Febriyani & Indriani, 2023). Although these studies were conducted in digital environments, their findings support the argument that entertainment can function as a persuasive stimulus that creates positive consumer responses. Entertainment content may capture attention, generate emotional pleasure, and encourage consumers to engage more deeply with products or services.

In offline service settings, particularly coffee shops, entertainment experience may have a similar role. Entertainment elements can make consumers feel more comfortable and emotionally connected to the place. For example, live acoustic music may create a relaxed and enjoyable atmosphere, while games such as billiards may encourage social interaction and increase the duration of consumers' stay. These experiences can indirectly encourage consumers to buy more products or return for future visits. Therefore, entertainment experience is considered relevant in explaining purchase decisions in experience-based coffee shop settings.

However, previous studies on coffee shop consumer behavior have more frequently examined broader constructs such as store atmosphere, customer experience, and servicescape, rather than focusing specifically on entertainment experience as a distinct construct. This indicates a gap in the literature, especially in local coffee shop contexts where entertainment may become an important differentiating factor.

Therefore, this study examines entertainment experience as a specific construct that may influence purchase decisions.

Purchase Decision

Purchase decision refers to the process by which consumers choose and decide to buy a product or service based on various considerations. These considerations may include functional aspects such as price, product quality, accessibility, and payment convenience, as well as emotional aspects such as comfort, enjoyment, atmosphere, and experience. In modern consumer behavior, purchase decisions are not always purely rational; they may also be shaped by feelings, social context, and experiential value.

In the context of coffee shops, purchase decisions can be understood as consumers' decision to choose a coffee shop, purchase available menus, add orders, or make transactions during their visit. Consumers may decide to buy because the coffee shop meets their needs, provides a comfortable atmosphere, offers attractive menus, or creates an enjoyable experience. Thus, purchase decisions in coffee shops are influenced not only by product-related factors, but also by the overall consumption experience.

Entertainment experience can influence purchase decisions by creating emotional pleasure, increasing consumer engagement, and enhancing the perceived value of the visit. When consumers feel entertained and comfortable, they may be more likely to purchase menu items, stay longer, and consider the coffee shop as a preferred place. This shows that entertainment experience may work as an experiential driver that influences consumer decisions.

Dharma and Abiyasa (2025) found that entertainment experience in livestream commerce significantly influences purchase decisions and may interact with other factors, such as brand image, in encouraging consumers' purchase intentions. This finding suggests that entertainment is capable of influencing consumer behavior because it creates emotional attraction and increases consumer involvement. Although the study was conducted in a digital commerce context, the underlying mechanism is relevant to offline service settings because entertainment can shape consumers' emotional responses and decision-making processes.

Similarly, Ainy et al. (2022), in the context of experience-economy-based services and

restaurants, found that experiential dimensions, including entertainment, contribute positively to consumer evaluation and decisions in choosing consumption places. This indicates that entertainment-related experiences can provide added value in service consumption. Consumers may evaluate a place more positively when it offers enjoyable experiences beyond basic products and services.

Furthermore, Wirz et al. (2025) explained that entertainment experience is not only hedonic, but can also create psychologically rich experiences that increase consumer engagement and strengthen the meaning of the experience. This view suggests that entertainment may generate deeper psychological responses, such as curiosity, involvement, and emotional attachment. Therefore, entertainment experience can support purchase decisions by making the consumption experience more meaningful.

Based on these arguments, entertainment experience is expected to have a positive influence on purchase decisions. The more positive the entertainment experience perceived by consumers, the stronger their tendency to make purchase decisions at the coffee shop.

H1: Entertainment Experience has a positive effect on Purchase Decision.

Consumer Lifestyle

Consumer lifestyle is a psychographic factor that reflects individuals' activities, interests, and opinions in their daily lives. Lifestyle describes how consumers spend their time, allocate their money, express their preferences, and construct their social identity through consumption. In consumer behavior studies, lifestyle is important because it explains why consumers with similar demographic characteristics may have different consumption preferences and purchasing behaviors.

In the context of coffee shop consumption, lifestyle may be reflected in consumers' habits of spending time in coffee shops, socializing with friends, seeking comfortable places to relax, enjoying entertainment, and following contemporary hangout trends. Coffee shops have become part of social and recreational activities, especially among younger consumers. Consumers may visit coffee shops not only to buy beverages, but also to meet friends, work, study, enjoy music, play games, or simply spend leisure time.

Lifestyle may influence how consumers perceive and respond to entertainment

experience. Consumers with a social and experience-oriented lifestyle may place higher value on entertainment elements because these elements support their lifestyle needs. They may be more attracted to coffee shops that offer live music, interactive games, or a lively atmosphere. In contrast, consumers with a more functional lifestyle may prioritize menu quality, price, location, or convenience over entertainment. Therefore, lifestyle can influence the strength of the relationship between entertainment experience and purchase decision.

Psychographic factors emphasize that lifestyle is an important variable in explaining variations in consumption behavior. Studies by Wahyuningtyas (2021) and Pratama (2020) showed that lifestyle has a significant effect on purchase decisions, including in the context of coffee shop consumption. These findings indicate that purchase decisions are not only influenced by external factors, such as entertainment or service experience, but also by internal consumer characteristics that shape preferences and responses.

Previous research in the coffee shop context also supports the importance of experience in consumer decision-making. However, most studies still use broader constructs, such as cafe atmosphere and customer experience, rather than specifically examining entertainment experience as an independent experiential construct (Koto et al., 2023). In addition, lifestyle has often been examined as an independent variable, while its role as a moderating variable in the relationship between entertainment experience and purchase decision remains relatively underexplored.

In this study, consumer lifestyle is positioned as a moderating variable. This means that lifestyle is expected to strengthen or weaken the effect of entertainment experience on purchase decisions. Consumers with a strong coffee shop-oriented lifestyle may respond more positively to entertainment experience because entertainment supports their social, recreational, and experiential needs. Conversely, consumers whose lifestyle is not strongly related to coffee shop consumption may not be strongly influenced by entertainment elements when making purchase decisions.

Thus, consumer lifestyle is important to examine not only as a factor that directly influences purchase decisions, but also as a condition that may change the strength of the

relationship between entertainment experience and purchase decision. By examining lifestyle as a moderator, this study provides a more comprehensive understanding of how different consumer characteristics shape responses to entertainment-based experiences.

H2: Consumer Lifestyle moderates the effect of Entertainment Experience on Purchase Decision.

Research Framework

Based on the literature review, this study proposes that entertainment experience influences purchase decisions, while consumer lifestyle moderates this relationship. Entertainment experience is positioned as the independent variable, purchase decision as the dependent variable, and consumer lifestyle as the moderating variable. The model suggests that entertainment experience can encourage consumers to make purchase decisions because it creates enjoyment, emotional engagement, and recreational value. However, the strength of this influence may depend on consumers' lifestyle characteristics.

Consumers who view coffee shops as part of their social and recreational lifestyle may be more responsive to entertainment experiences and more likely to make purchase decisions. Meanwhile, consumers who do not strongly associate coffee shop visits with their lifestyle may not be as influenced by entertainment elements. Therefore, this study contributes to the literature by examining the interaction between entertainment experience and consumer lifestyle in explaining purchase decisions in the context of a local coffee shop.

III. METODE

This study employed a quantitative approach because it aimed to measure variables numerically and analyze the relationships among variables using statistical techniques. According to (Sugiyono, 2014), quantitative research is based on the philosophy of positivism and is used to examine a specific population or sample through research instruments and quantitative data analysis in order to test predetermined hypotheses. Similarly, (Creswell, 2014:7) explains that a quantitative approach is appropriate when researchers seek to objectively test relationships among variables based on existing theories. Therefore, this approach is relevant to the present study because it examines the effect of Entertainment Experience on Purchase Decision

and tests the moderating role of Consumer Lifestyle.

The type of research used in this study was explanatory research, also known as a verificative survey. Explanatory research was selected because this study aimed to explain causal relationships among variables through hypothesis testing. Sugiyono (2013:11) states that explanatory research aims to explain the position of variables and the causal relationships among them through hypothesis testing. In this study, explanatory research was used to determine the extent to which Entertainment Experience influences Purchase Decision and whether Consumer Lifestyle strengthens or weakens this relationship.

The population of this study consisted of consumers who had visited Coffee Shop Sakata in Banjar City. The sample was selected using purposive sampling, with respondents chosen based on specific criteria relevant to the research objectives. The respondents were consumers who had visited Coffee Shop Sakata and had experience with the entertainment elements offered by the coffee shop. Data were collected using a structured questionnaire designed to measure three main variables: Entertainment Experience, Purchase Decision, and Consumer Lifestyle.

The data were analyzed using statistical techniques to test the proposed hypotheses. The analysis included descriptive statistics to describe respondents' perceptions of each variable, validity and reliability tests to ensure the quality of the research instruments, and regression analysis to examine the effect of Entertainment Experience on Purchase Decision. In addition, Moderated Regression Analysis (MRA) was used to test whether Consumer Lifestyle moderates the relationship between Entertainment Experience and Purchase Decision. The hypothesis testing in this study used a significance level of 5% ($\alpha = 0.05$), meaning that a relationship is considered statistically significant when the significance value is less than 0.05.

The research model formed:

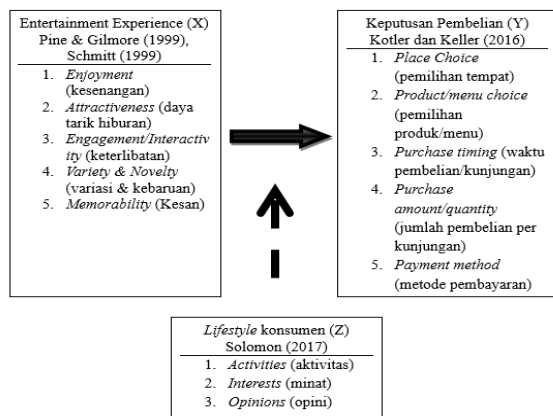


Figure 2. Research Model

IV. RESEARCH RESULTS AND DISCUSSION

Research Result Respondent Profile

This study involved 100 respondents who had visited Coffee Shop Sakata in Banjar City. The respondent profile shows that most respondents were female (65%), while male respondents accounted for 35%. Based on age, most respondents were in the age range of 18–24 years, representing 46% of the sample, followed by respondents aged 25–34 years at 38%. This indicates that the main consumer segment of Coffee Shop Sakata is dominated by young and productive-age consumers.

In terms of education, most respondents had completed senior high school or vocational school, accounting for 47%, followed by respondents with a bachelor's degree at 44%. Based on domicile, most respondents came from Banjar City, accounting for 67%. In terms of occupation, the largest groups of respondents were employees at 24% and students at 22%. Meanwhile, based on monthly income, most

respondents had an income of less than IDR 2,000,000 per month, accounting for 38%, followed by respondents with an income of IDR 2,000,000–IDR 3,400,000 at 29%.

Respondents' visiting behavior also shows that Coffee Shop Sakata functions not only as a place to consume food and beverages, but also as a social and entertainment space. Most respondents visited Coffee Shop Sakata two to three times per month, accounting for 82%. The main purpose of visiting was hanging out or socializing, accounting for 41%, followed by enjoying entertainment at 27%. Most respondents spent IDR 20,000–IDR 40,000 per visit, accounting for 37%, while 31% of respondents spent more than IDR 60,000 per visit. In addition, 64% of respondents visited Coffee Shop Sakata with friends, indicating that this coffee shop is strongly associated with social interaction.

Furthermore, most visits occurred at night, accounting for 66%, and on weekends, accounting for 75%. In terms of payment method, QRIS was the most frequently used payment method at 58%, followed by cash payment at 40%. The main source of information about Coffee Shop Sakata came from friend recommendations at 49%, followed by Instagram or TikTok at 26%, and direct knowledge of the location at 22%. Overall, the respondent profile indicates that Coffee Shop Sakata attracts young consumers who are socially oriented, familiar with digital payment methods, and influenced by word of mouth and social media information.

Descriptive Analysis of Research Variables

The descriptive analysis was conducted to describe respondents' perceptions of each research variable, namely Entertainment Experience, Purchase Decision, and Consumer Lifestyle. The results are presented in Table I.

Table I. Descriptive Analysis of Research Variables

Variable	Total Score	Ideal Score	Percentage	Category
Entertainment Experience	3,717	4,500	83%	Good
Purchase Decision	4,212	5,000	84%	Good
Consumer Lifestyle	2,526	3,000	84%	Good

Source: Processed primary data, 2026.

Table I shows that all variables are categorized as good. Entertainment Experience obtained a percentage of 83%, indicating that respondents generally perceived the entertainment experience at Coffee Shop Sakata positively. Purchase Decision obtained a

percentage of 84%, indicating that respondents had a favorable tendency to make purchase decisions at Coffee Shop Sakata. Consumer Lifestyle also obtained a percentage of 84%, indicating that respondents' lifestyle was closely related to activities such as hanging out,

socializing, relaxing, and enjoying the atmosphere of a coffee shop.

Validity Test

The validity test was conducted using the Pearson Product Moment correlation by

comparing the calculated correlation value of each item with the r-table value. With 100 respondents, the r-table value used was 0.165. The results of the validity test are summarized in Table 2.

Table 2. Validity Test Results

Variable	Number of Items	Range of r-count	r-table	Description
Entertainment Experience	9	0.733–0.830	0.165	Valid
Purchase Decision	10	0.651–0.822	0.165	Valid
Consumer Lifestyle	6	0.768–0.846	0.165	Valid

Source: SPSS 27.0 output, 2026.

Based on Table 2, all questionnaire items for the three research variables had r-count values greater than the r-table value of 0.165. Therefore, all items used to measure Entertainment Experience, Purchase Decision, and Consumer Lifestyle were declared valid and suitable for further analysis.

Reliability Test

The reliability test was conducted using Cronbach's Alpha. An instrument is considered reliable when the Cronbach's Alpha value is greater than 0.70. The results of the reliability test are presented in Table 3.

Table 3. Reliability Test Results

Variable	Number of Items	Cronbach's Alpha	Standard	Description
Entertainment Experience	9	0.922	0.70	Reliable
Purchase Decision	10	0.902	0.70	Reliable
Consumer Lifestyle	6	0.871	0.70	Reliable

Source: SPSS 27.0 output, 2026.

Table 3 shows that all research variables had Cronbach's Alpha values above 0.70. Entertainment Experience obtained a Cronbach's Alpha value of 0.922, Purchase Decision obtained 0.902, and Consumer Lifestyle obtained 0.871. These results indicate that all instruments used in this study had good internal consistency and were reliable for measuring the research variables.

Correlation and Determination Analysis

Correlation and determination analyses were conducted to examine the relationship between Entertainment Experience and Purchase Decision, both before and after Consumer Lifestyle was included in the model. The results are shown in Table 4.

Table 4. Correlation and Determination Results

Model	Relationship	R	R ²	Description
Model 1	Entertainment Experience → Purchase Decision	0.775	0.601	Strong
Model 2	Entertainment Experience, Consumer Lifestyle, and Interaction Term → Purchase Decision	0.844	0.713	Very Strong

Source: SPSS 27.0 output, 2026

Based on Table 4, the correlation coefficient between Entertainment Experience and Purchase Decision was 0.775, indicating a strong relationship. The coefficient of determination was 0.601, meaning that Entertainment Experience explained 60.1% of the variance in Purchase Decision, while the remaining 39.9% was explained by other variables outside the model.

After Consumer Lifestyle and the interaction term were included in the model, the correlation coefficient increased to 0.844, indicating a very strong relationship. The coefficient of determination also increased to 0.713, meaning that Entertainment Experience, Consumer Lifestyle, and the interaction between the two variables explained 71.3% of the variance in Purchase Decision. However, the increase in R and R² does not automatically indicate a significant

moderating effect. The moderating effect must be determined based on the significance value of the interaction term.

Hypothesis Testing

Hypothesis testing was conducted using a significance level of 5% or $\alpha = 0.05$. The first

hypothesis examined the direct effect of Entertainment Experience on Purchase Decision, while the second hypothesis examined the moderating role of Consumer Lifestyle in the relationship between Entertainment Experience and Purchase Decision. The results are presented in Table 5.

Table 5. Hypothesis Testing Results

Hypothesis	Relationship	Statistical Result	Significance	Decision
H1	Entertainment Experience → Purchase Decision	$t = 12.138$	0.001	Accepted
H2	Entertainment Experience × Consumer Lifestyle → Purchase Decision	$t = 1.790$	0.077	Rejected

Source: SPSS 27.0 output, 2026.

Table 5 shows that Entertainment Experience had a significant effect on Purchase Decision, with a t-value of 12.138 and a significance value of 0.001. Since the significance value was lower than 0.05, H1 was accepted. This result indicates that Entertainment Experience has a positive and significant effect on Purchase Decision.

Meanwhile, the interaction between Entertainment Experience and Consumer Lifestyle had a t-value of 1.790 and a significance value of 0.077. Since the significance value was greater than 0.05, H2 was rejected. This result indicates that Consumer Lifestyle did not significantly moderate the effect of Entertainment Experience on Purchase Decision at the 5% significance level. Although the R^2 value increased after Consumer Lifestyle was included in the model, the interaction effect was not statistically significant. Therefore, Consumer Lifestyle was not proven to strengthen or weaken the relationship between Entertainment Experience and Purchase Decision.

Discussion

Entertainment Experience at Coffee Shop Sakata

The descriptive results show that Entertainment Experience at Coffee Shop Sakata is categorized as good, with a percentage of 83%. This indicates that the entertainment elements provided by Coffee Shop Sakata are generally perceived positively by consumers. The entertainment experience is reflected in consumers' feelings of enjoyment, emotional comfort, interest in the entertainment facilities, and memorable impressions during their visit.

The highest score was found in the statement that consumers felt entertained or happy during their visit to Coffee Shop Sakata. This result suggests that the entertainment elements offered by the coffee shop are able to create a pleasant atmosphere for consumers. In the context of the coffee shop industry, entertainment is not merely an additional facility, but becomes part of the experiential value that consumers receive during consumption. This is consistent with the experience economy perspective proposed by Pine and Gilmore (1999:33), which emphasizes that consumers derive value not only from products or services, but also from experiences that provide enjoyment, involvement, and emotional meaning.

However, the lowest score was found in the statement regarding the uniqueness or novelty of the entertainment compared to other coffee shops. This finding indicates that although the entertainment experience is generally perceived as good, the aspect of novelty still needs improvement. In other words, consumers feel entertained, but the entertainment provided may not yet be perceived as sufficiently unique or different from competitors. This is an important managerial issue because in an increasingly competitive coffee shop industry, entertainment experience must not only be enjoyable but also distinctive and memorable.

This finding supports the argument that entertainment can function as an experiential stimulus that creates positive emotions and shapes consumer responses. Studies by Ngo et al. (2025), Verma and Pathak (2023), and Febriyani and Indriani (2023) show that entertainment content and activities can increase emotional involvement and encourage purchasing

tendencies. Although those studies were conducted in digital contexts, the underlying mechanism is relevant to offline service settings. In a coffee shop context, entertainment such as live music, billiards, karaoke, and recreational activities can stimulate enjoyment, increase social interaction, and strengthen the overall consumption experience.

Purchase Decision at Coffee Shop Sakata

The descriptive results show that Purchase Decision is also categorized as good, with a percentage of 84%. This indicates that consumers have a favorable tendency to make purchase decisions at Coffee Shop Sakata. The decision is reflected in consumers' willingness to choose the coffee shop, purchase available menus, add orders, and use the payment methods provided.

The highest score was found in the statement that the available payment methods make transactions easier. This finding indicates that transaction convenience is an important factor supporting consumers' purchase decisions. In modern consumer behavior, purchase decisions are not only shaped by product quality or price, but also by the ease and efficiency of the transaction process. The availability of QRIS, digital payments, and cash payment options helps reduce transaction barriers and improves consumer convenience during the purchasing process.

Meanwhile, the lowest score was found in the statement that the purchase made by consumers was in accordance with their initial visit plan. This result suggests that not all purchases at Coffee Shop Sakata are fully planned in advance. Some purchases may occur spontaneously after consumers experience the atmosphere, entertainment, or social interaction in the coffee shop. This finding is relevant to the experiential consumption perspective, which explains that consumers' purchase decisions can be influenced by emotional and situational factors during the consumption process.

This result is consistent with Ainy et al. (2022), who found that experience-economy-based service dimensions, including entertainment, contribute positively to consumer evaluation and the decision to choose consumption places. It is also in line with Wirz et al. (2025), who explained that entertainment experience can create psychologically rich experiences that increase consumer engagement

and strengthen the meaning of consumption. In this study, the purchase decision appears to be shaped not only by functional aspects, but also by consumers' emotional and experiential evaluations while visiting Coffee Shop Sakata.

Consumer Lifestyle at Coffee Shop Sakata

The descriptive results show that Consumer Lifestyle is categorized as good, with a percentage of 84%. This indicates that consumers' lifestyle is closely related to coffee shop activities, particularly as a place for relaxing, hanging out, socializing, and enjoying leisure time. Coffee Shop Sakata is not only perceived as a place to buy food and beverages, but also as a social and recreational space.

The highest score was found in the statement that consumers use the coffee shop as a place to relax or hang out. This finding indicates that Coffee Shop Sakata has become a social space where consumers can spend time with friends, enjoy the atmosphere, and engage in leisure activities. This supports the idea that coffee shops have shifted from being merely functional consumption places into lifestyle-oriented spaces. Consumers visit coffee shops not only to consume products, but also to experience comfort, social interaction, and entertainment.

However, the lowest score was found in the statement that going to coffee shops is part of consumers' lifestyle or self-identity. This means that although consumers use Coffee Shop Sakata for social and recreational purposes, not all of them consider coffee shop visits as part of their personal identity. Some consumers may visit the coffee shop because of practical or situational reasons, such as meeting friends, relaxing, enjoying entertainment, or following invitations, rather than because coffee shop consumption represents their lifestyle identity.

This finding is important because lifestyle may shape how consumers respond to entertainment-based experiences. Wahyuningtyas (2021) and Pratama (2020) found that lifestyle influences purchase decisions, including in the coffee shop context. However, the results of this study suggest that while lifestyle is relevant in describing consumer behavior, it does not necessarily act as a significant moderator in the relationship between entertainment experience and purchase decision. This distinction is important because lifestyle may be useful for market segmentation, but it may not

always strengthen or weaken the effect of entertainment experience statistically.

The Effect of Entertainment Experience on Purchase Decision

The hypothesis testing results show that Entertainment Experience has a positive and significant effect on Purchase Decision. This finding confirms that the entertainment experience perceived by consumers plays an important role in encouraging purchase decisions at Coffee Shop Sakata. The correlation coefficient of 0.775 indicates a strong relationship, while the coefficient of determination of 60.1% shows that Entertainment Experience explains a substantial portion of the variance in Purchase Decision. The significance value of 0.001, which is lower than 0.05, confirms that the effect is statistically significant.

This finding indicates that the better the entertainment experience perceived by consumers, the stronger their tendency to make purchase decisions. Entertainment elements such as acoustic live music, billiards, karaoke, and a recreational atmosphere can create enjoyment and emotional comfort. These positive emotional responses may encourage consumers to purchase menu items, add orders, stay longer, or consider Coffee Shop Sakata as a preferred place to visit.

This result is consistent with the Stimulus-Organism-Response framework. Entertainment Experience functions as an external stimulus that consumers receive during their visit. This stimulus can influence consumers' internal states, such as feelings of pleasure, comfort, involvement, and positive evaluation of the place. These internal states then produce a behavioral response in the form of Purchase Decision. Therefore, entertainment experience can be understood as an experiential stimulus that shapes consumers' psychological responses and purchasing behavior.

The finding also supports previous studies showing that entertainment can influence consumer behavior. Dharma and Abiyasa (2025) found that entertainment experience in livestream commerce significantly affects purchase decisions, indicating that entertainment can create emotional attraction and increase consumer involvement. Although their study was conducted in a digital commerce context, the mechanism is relevant to offline service settings because entertainment can influence how consumers evaluate their consumption

experience. Similarly, Ainy et al. (2022) found that experiential dimensions, including entertainment, positively contribute to consumer evaluation and decisions in service and restaurant contexts.

In the context of Coffee Shop Sakata, the positive and significant effect of Entertainment Experience indicates that entertainment can become a strategic differentiator. Since many coffee shops offer similar products, entertainment experience can create additional value that makes consumers more interested in visiting and purchasing. However, the descriptive results also show that the uniqueness of entertainment received the lowest score. Therefore, although entertainment experience significantly influences purchase decision, Coffee Shop Sakata still needs to improve the novelty, variety, and distinctiveness of its entertainment offerings.

The Moderating Role of Consumer Lifestyle

The results of the moderation test show that Consumer Lifestyle does not significantly moderate the effect of Entertainment Experience on Purchase Decision at the 5% significance level. Although the correlation coefficient increased from 0.775 to 0.844 and the coefficient of determination increased from 60.1% to 71.3% after Consumer Lifestyle and the interaction term were included in the model, the interaction effect was not statistically significant. The significance value of the interaction term was 0.077, which is greater than 0.05. Therefore, Consumer Lifestyle is not proven to strengthen or weaken the relationship between Entertainment Experience and Purchase Decision.

This finding indicates that although Consumer Lifestyle contributes to the explanatory power of the model, it does not function as a statistically significant moderator at the 5% level. In other words, Entertainment Experience can influence Purchase Decision, but this influence does not significantly differ based on consumers' lifestyle characteristics. Consumers with different lifestyle orientations may still respond positively to entertainment experience, but lifestyle does not significantly change the strength of the relationship.

From the S-O-R perspective, Consumer Lifestyle was expected to represent an organism-related factor that shapes how consumers respond to entertainment stimuli. Theoretically, consumers with a social, modern, and experience-oriented lifestyle were expected to

be more responsive to entertainment elements. However, the empirical results show that this moderating role is not significant. This suggests that the entertainment experience provided by Coffee Shop Sakata may be attractive to consumers in general, regardless of whether they strongly identify coffee shop visits as part of their lifestyle.

One possible explanation is that consumers visit Coffee Shop Sakata for various reasons, not only because of lifestyle orientation. The respondent profile shows that many consumers visit the coffee shop for socializing, enjoying entertainment, and spending time with friends. These motives may be common across different lifestyle groups. Therefore, the entertainment experience may influence purchase decisions broadly, rather than only among consumers with a specific lifestyle orientation.

Another possible explanation is related to the descriptive finding that the lowest score in Consumer Lifestyle was found in the statement that visiting coffee shops is part of consumers' lifestyle or self-identity. This suggests that many consumers may not strongly associate coffee shop visits with their personal identity. As a result, lifestyle may not be strong enough to significantly moderate the relationship between Entertainment Experience and Purchase Decision. Consumers may appreciate entertainment and make purchases because the experience is enjoyable, but not necessarily because it aligns with their lifestyle identity.

This finding provides an important contribution to the literature because previous studies often positioned lifestyle as an independent variable influencing purchase decisions, as shown by Wahyuningtyas (2021) and Pratama (2020). However, this study shows that lifestyle does not always operate as a moderating variable. This suggests that the role of lifestyle depends on the research context, object, and consumer characteristics. In the case of Coffee Shop Sakata, lifestyle may still be relevant for understanding consumer segmentation, but it does not significantly strengthen or weaken the effect of entertainment experience on purchase decision.

The result also expands the discussion of coffee shop consumer behavior. Previous studies in the coffee shop context have often focused on store atmosphere, customer experience, and servicescape (Koto et al., 2023). This study provides a more specific perspective by examining

entertainment experience and testing whether consumer lifestyle changes its effect on purchase decision. The insignificant moderating result suggests that entertainment experience may stand as a direct driver of purchase decision, while lifestyle may play a more limited role in this relationship.

Managerial Implications

The findings of this study provide several practical implications for Coffee Shop Sakata. First, because Entertainment Experience significantly affects Purchase Decision, the management should continue to strengthen entertainment elements as part of its marketing and service strategy. Live acoustic music, billiards, karaoke, and other recreational activities should be maintained and improved to create a more enjoyable and memorable experience for consumers.

Second, the lowest score in Entertainment Experience was related to the uniqueness or novelty of entertainment. Therefore, Coffee Shop Sakata should develop more innovative and distinctive entertainment concepts. For example, the coffee shop may organize themed music nights, community events, small competitions, interactive games, or seasonal entertainment programs. These efforts can help differentiate Coffee Shop Sakata from competitors and increase consumers' interest in revisiting.

Third, because payment convenience received the highest score in Purchase Decision, Coffee Shop Sakata should maintain and improve transaction convenience. The availability of QRIS, e-wallets, and cash payment options should be supported by efficient service and clear payment procedures. This is important because transaction convenience can reduce purchase barriers and improve the overall consumer experience.

Fourth, although Consumer Lifestyle does not significantly moderate the relationship between Entertainment Experience and Purchase Decision, it remains useful for understanding consumer behavior. Most consumers use Coffee Shop Sakata as a place for relaxing, hanging out, and socializing. Therefore, the coffee shop should design its atmosphere, seating arrangement, entertainment programs, and promotional activities to support social and recreational activities.

Finally, the management should not rely only on lifestyle-based positioning. Since lifestyle does not

significantly moderate the effect of entertainment experience, Coffee Shop Sakata should ensure that entertainment elements are attractive to a broader consumer segment. This can be achieved by combining entertainment innovation with product quality, service quality, comfortable facilities, competitive pricing, and effective digital promotion.

V. CONCLUSION

This study examined the effect of Entertainment Experience on Purchase Decision with Consumer Lifestyle as a moderating variable at Coffee Shop Sakata in Banjar City. The findings show that Entertainment Experience is perceived positively by consumers and has a significant role in shaping Purchase Decision. Entertainment elements such as live acoustic music, billiards, karaoke, and a recreational atmosphere contribute to consumers' enjoyment, emotional comfort, and overall visit experience. These experiences encourage consumers to make purchase decisions during their visit to Coffee Shop Sakata.

The results of hypothesis testing indicate that Entertainment Experience has a positive and significant effect on Purchase Decision. This finding confirms that entertainment-based experiences can serve as an important stimulus in influencing consumer behavior in the coffee shop context. Consumers who perceive a more enjoyable and engaging entertainment experience are more likely to make purchase decisions. Therefore, Entertainment Experience can be considered an important strategic factor for coffee shops in creating experiential value and encouraging consumer purchasing behavior.

However, Consumer Lifestyle is not proven to significantly moderate the effect of Entertainment Experience on Purchase Decision at the 5% significance level. Although the explanatory power of the model increased after Consumer Lifestyle was included, the interaction effect between Entertainment Experience and Consumer Lifestyle was not statistically significant. This finding indicates that Consumer Lifestyle does not significantly strengthen or weaken the relationship between Entertainment Experience and Purchase Decision. In this context, Entertainment Experience influences Purchase Decision broadly across consumers, regardless of differences in their lifestyle orientation.

This study contributes to the literature on experiential marketing and coffee shop consumer behavior by highlighting the direct role of Entertainment Experience in encouraging Purchase Decision and by showing that Consumer Lifestyle does not always function as a significant moderating variable. Practically, Coffee Shop Sakata should continue to develop entertainment elements that are not only enjoyable but also unique and innovative. The management is also encouraged to improve the overall consumer experience through comfortable facilities, attractive entertainment programs, convenient transactions, and service quality. Future research may examine other moderating or mediating variables, such as customer satisfaction, store atmosphere, perceived value, social influence, or revisit intention, and may expand the research object to different coffee shops or broader geographic areas.

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