



The success of Cafe Biji Kopi: digital marketing, café atmosphere, and Gen-Z lifestyle

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Abstract

This study aims to analyze the influence of digital marketing, Gen Z lifestyle, and Cafe atmosphere on purchasing decisions at Cafe Biji Kopi. The research employs a quantitative approach using a survey method, with a questionnaire that was tested for validity during a pilot study involving 30 respondents and subsequently deemed valid. The research sample consists of 96 respondents who are Gen Z consumers of Cafe Biji Kopi. Data were analyzed using a multiple linear regression model with the assistance of SPSS version 27 software. The main findings indicate that digital marketing, lifestyle, and Cafe atmosphere have a positive and significant effect on purchasing decisions, both partially and simultaneously. The implications of this study emphasize that the success of modern Cafes is not solely determined by product quality, but also by the effective implementation of digital marketing strategies, alignment with the lifestyle of Gen Z, and the creation of a Cafe atmosphere that provides a positive consumer experience. Therefore, the results of this study are expected to serve as a practical reference for Cafe managers in formulating marketing strategies that are adaptive to the characteristics of Gen Z.

1. INTRODUCTION

Coffee cultivation in Indonesia began in the late seventeenth century and later positioned the country as one of the world's major coffee producers. Today, this legacy has developed into a highly competitive modern Cafe industry, especially in urban areas, driven by changing lifestyles, consumer preferences, and the growing role of digital technology. Consequently, Cafes now compete not only through product quality but also through branding, atmosphere, and digital engagement, making it essential to understand the factors influencing purchasing decisions, particularly among Gen Z consumers (Pane, 2023).

The development of the cafe industry in Indonesia has shown rapid dynamics over the past few years, along with the increase in coffee consumption and the transformation of consumption patterns into an experience economy. In large cities, including Medan, this phenomenon is manifested in a significant growth in the number of coffee shops. Several studies and local reports note an increase in the number of coffee shops in Medan from hundreds of units in recent years to an estimated hundreds of units by 2024 (e.g., an increase from 100 to 353 and indications approaching 400 units by 2024) (Ismoyo et al., 2025).



This quantitative growth is not always accompanied by consistent commercial success; local literature shows variations in customer satisfaction levels and business performance influenced by non-price factors such as store atmosphere, service quality, and the effectiveness of digital marketing promotions. Several empirical studies in the context of coffee shops in Indonesia have found that the atmosphere of the place (interior, layout, lighting, music) has a significant influence on customer satisfaction and return intentions (Atsnawiyah, Dzurrotul, and Rizan, 2022).

On the marketing side, digital marketing, particularly the use of social media and visual content, has become a primary channel for building brand awareness, attracting traffic, and facilitating transactions for modern cafes. Case studies of coffee shops indicate that structured digital marketing strategies (Instagram, UGC content, segmented promotions) contribute to purchasing decisions and brand image. However, the level of mastery of these practices varies among MSME cafe operators, and there is a need to evaluate the effectiveness of digital strategies in the context of medium-to-large cities like Medan (Zakaria & Syam, 2024).

The younger generation, particularly Gen Z, is the dominant consumer segment in modern cafe visitation patterns. Gen Z's characteristics (experience orientation, digital native, sensitivity to aesthetics and content authenticity, and consumption behavior influenced by lifestyle and FOMO) make them highly influenced by the combination of physical experiences at the location (atmosphere) and the digital narrative offered by brands. A study of Gen Z lifestyles in Indonesia confirms that lifestyle values, digital preferences, and attention to social and aesthetic aspects influence consumption choices relevant to cafe strategies (Media, 2024).

Given the rapid growth, the strong influence of atmosphere on customer satisfaction, the role of digital marketing as a primary channel for brand acquisition and recognition, and the distinctive behavior of Gen Z, research examining the contribution of these three variables to a cafe's success in terms of repeat visits, customer satisfaction, and purchasing decisions is highly relevant. In the Medan context, several local studies have examined separate aspects (e.g., the influence of store atmosphere on satisfaction; case studies of coffee shop digitalization in specific areas), but there is still a lack of research that simultaneously integrates digital marketing, cafe atmosphere, and Gen Z lifestyle as determinants of local cafe business success. This creates a research gap that forms the basis of this study (Hazlirahman et al., 2025).

2. THEORETICAL REVIEW AND HYPOTHESIS

Digital Marketing

Digital marketing's ability to reach a global audience is one of its key advantages. Businesses are no longer limited by geographic boundaries and can attract customers from various countries using SEO strategies, PPC advertising, or viral content on social media. The ability to measure and analyze the performance of online marketing campaigns is a highly valued aspect (Rumangkit & Hadi, 2023; Ramli, 2024).

Using digital marketing as a sales tool can help businesses provide information to customers and make it easier for potential buyers to access information related to the products they sell. This impacts demand and costs for both businesses and customers. The link between information and demand and costs is naturally due to the provision of good information to customers, both through Instagram posts and uploading photos or videos along with information related to the product itself. All information related to the product and the store is listed on the store's personal Instagram page, so customers don't have to struggle to find it (Asysyifaa et al., 2024).

Besides digital marketing as the key to success for entrepreneurs, there are other things that entrepreneurs need to pay attention to in developing their businesses, namely marketing strategies. Marketing strategies have entered a new and even crucial challenge, in companies' efforts to interact with consumers amidst ongoing changes. Marketing strategies in the Society 5.0 era can no longer be viewed separately from the evolution of digital technology. The presence of the Internet of Things (IoT), artificial intelligence (AI), big data, and other technologies has created a very different landscape for marketers. Consumers are no longer merely passive recipients of advertising messages, but also active participants in the marketing process, providing direct feedback and contributing to brand building (Haryanto, 2024).

Lifestyle

Lifestyle is the foundation of human behavior. It is a way of living that is related to decision-making. A way of life is manifested in the behavior of a group of people or a society that adheres to similar values and ways of life. A person's lifestyle is related to consumption behavior, particularly when deciding to purchase products that align with the traditional values established by a society (Abdullah & Fani, 2022). Lifestyle is a person's lifestyle pattern as expressed in activities, interests, and opinions. This describes the whole person interacting with their environment. Lifestyle indicators according to Kotler include; Activity, Interest, and Opinion (Damopoli1 et al., 2025).

Lifestyle is something that results from progress in various fields of human creativity, taste, and initiative. Lifestyle is an individual's behavior in consuming various necessities, both primary and complementary needs. Human lifestyle and consumption patterns will follow culture, the demands of the times, environmental influences, media effects, and advances in science and technology according to (Lukman & Abdillah, 2024) there are five, namely: a. Industrial Lifestyle, b. Advertising Lifestyle, c. Public Relations and Journalism Lifestyle, d. Independent Lifestyle, and e. Hedonistic Lifestyle.

Cafe Atmosphere

The cafe atmosphere plays a significant role in shaping customers' experiences and influencing their decision to return (Hazlirahman et al., 2025). A cafe's atmosphere can also encourage repeat purchase intentions. Store atmosphere is a crucial component of a store's ambiance and layout, which is crucial for attracting potential customers. Research has shown that store atmosphere positively influences repeat purchase intentions (Ipir et al., 2025).

Cafe Atmosphere developed by [Ipir et al. \(2025\)](#) has five aspects, namely: 1. Cleanliness, namely cleanliness in the appearance of the outlet that improves the atmosphere can influence consumer feelings towards the outlet. 2. Music, music played in the outlet can influence consumer purchasing intentions. The style and tempo of the music greatly influence consumers in increasing outlet sales. 3. Temperature, the right room temperature level in the outlet will greatly influence the level of consumer willingness to be in the room. 4. Lighting, lighting in the room is usually aimed at products that are a priority for sale. This is the main goal to attract consumer attention so that they feel comfortable in buying the product. 5. Display Layout, products in the outlet must be displayed in such a way that attracts consumers. The right product layout and makes it easy for consumers to find the desired product will increase consumer satisfaction.

Buying decision

According to [Dirwan et al. \(2022\)](#) the consumer purchasing decision process goes through five stages: problem recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior. Consumers don't always go through all five stages; they may skip one or more. Consumers engage in various purchasing behaviors in their purchasing decision-making process.

[Dirwan et al \(2022\)](#) distinguish four types of consumer buying behavior based on the degree of buyer involvement and the degree of difference between brands, the four types of buying behavior are as follows: complex buying behavior, dissonance-reducing buying behavior, variety-seeking buying behavior, and habitual buying behavior.

Purchasing decisions are crucial to consider because they will inform a company's marketing strategy. The complex purchasing decision-making process often involves multiple decisions. According to [Devi et al. \(2023\)](#), purchasing decision is an attitude that can be considered whether or not to buy a product or service. Purchasing decision is an activity, action, and psychological process carried out by consumers before making a final decision to buy a product or service with the aim of fulfilling the needs and desires of individuals, groups, and organizations. Purchasing decisions are an important component of consumer behavior that causes them to buy goods or services. This decision is made by consumers regardless of various factors that influence and motivate them to buy the goods or services ([Ishma, 2023](#)).

Research Hypothesis

Based on the theoretical foundation, previous research results, and the developed conceptual framework, the hypotheses in this study are formulated as follows:

- H₁: Digital marketing has a positive and significant effect on Cafe Biji Kopi consumers purchasing decisions.
- H₂: Gen Z lifestyle has a positive and significant effect on Cafe Biji Kopi consumers purchasing decisions.
- H₃: Cafe atmosphere has a positive and significant effect on Cafe Biji Kopi consumers purchasing decisions.
- H₄: Digital marketing, Gen Z lifestyle, and cafe atmosphere simultaneously have a positive and significant effect on Cafe Biji Kopi consumers purchasing decisions.

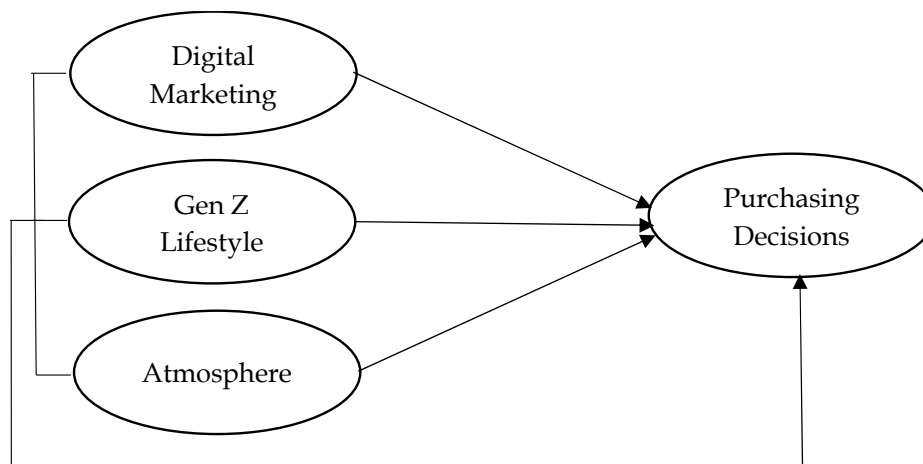


Figure 1. Conceptual Framework

3. RESEARCH METHODOLOGY

Data collection techniques are systematic and objective ways to obtain or gather information, whether oral or written. The data collection techniques used in this study were questionnaires and interviews, with a sample of 96 respondents obtained using the Zikmund sampling method at a 95% confidence level and a standard error of 1%.

Data analysis is also called data processing and data interpretation. Data analysis is a series of activities for reviewing, grouping, systematizing, interpreting and verifying data so that a phenomenon has social, academic and scientific value ([Marihot, 2014](#)). The data analysis model used in this research is descriptive analysis, which is a data processing tool that describes the characteristics in detail and explains the research data. Descriptive analysis in this study is used to see the characteristics of respondents who are potential consumers of this research. Measurement of descriptive analysis data using nominal data and ordinal data.

Multiple linear regression is appropriate for this study because it involves more than one independent variable namely digital marketing, Gen Z lifestyle, and cafe atmosphere whose effects are analyzed on a single dependent variable, purchasing decisions. This method allows the researcher to examine both the partial effects of each independent variable and their simultaneous influence, making it well suited to the study's objective of comprehensively analyzing the relationships among variables based on quantitative data.

The limitations of this study are established to clarify the scope and focus of the research in order to ensure appropriate interpretation of the findings. First, this study is conducted on a single research object, namely Cafe Biji Kopi; therefore, the results cannot be directly generalized to other Cafes or similar businesses with different characteristics. Second, the respondents are limited to Gen Z consumers, meaning that the findings do not represent the purchasing behavior of other generational groups. Third, the independent variables examined in this study are limited to digital marketing, Gen Z lifestyle, and Cafe atmosphere, while other factors that may influence purchasing decisions such as price, product quality, service quality, and location are not included in the analysis. Fourth, the study employs a survey method using a structured questionnaire, so the data collected rely

on respondents' perceptions and subjectivity at the time of data collection. Finally, data analysis is conducted using a multiple linear regression model with the assistance of SPSS version 27, and thus the findings are constrained by the assumptions and limitations inherent in the chosen statistical model.

Based on these limitations, future research is expected to expand the scope of the study by involving multiple cafes or different locations to enhance the generalizability of the findings. Future studies may also include respondents from other generational cohorts to provide a more comprehensive comparison of consumer behavior. In addition, it is recommended that subsequent research incorporate additional relevant variables, such as price, product quality, service quality, customer satisfaction, and customer loyalty, to achieve a more holistic understanding of the factors influencing purchasing decisions. Furthermore, the use of mixed methods or qualitative approaches may be considered to gain deeper insights into consumer perceptions and motivations. Lastly, future research could apply more advanced analytical techniques, such as Structural Equation Modeling (SEM), to examine the relationships among variables in a more comprehensive manner.

4. RESULTS AND DISCUSSION

Researchers conducted a validity test on a pilot project questionnaire with 30 participants. Based on the results obtained from SPSS, it was found that all distributed questionnaires had valid results for all variables used in the study. These questionnaires were then distributed to a sample of 96 people representing Gen Z.

The results of the study showed that digital marketing has a proven influence on consumer purchasing decisions at Cafe Biji Kopi. These findings indicate that digital marketing strategies implemented through social media, promotional content, and easy access to information can shape positive perceptions and encourage consumers to make purchases. These results align with digital marketing theory, which states that digital-based marketing functions as an interactive communication tool between businesses and consumers, which can increase brand awareness and accelerate the purchasing decision-making process. For Gen Z, who are digital natives, information obtained through social media has a strong influence on preferences and consumption choices. These findings also support previous research that found digital marketing has a significant influence on purchasing decisions in coffee shops and modern culinary businesses, particularly through the Instagram platform and engaging visual content.

Table 1. Validity Test of Digital Marketing Variables

	Item-Total Statistics			
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	8.3667	1.344	.618	.657
X1.2	8.5000	1.362	.647	.628
X1.3	8.2667	1.375	.528	.763

Source: SPSS Data, 2025

The results of the study indicate that lifestyle has a strong influence on consumer purchasing decisions at Cafe Biji Kopi. This indicates that cafes are chosen not only based

on the products offered, but also because they align with consumers' lifestyles, particularly those of Gen Z. This finding aligns with consumer lifestyle theory, which explains that individual activity patterns, interests, and opinions are key determinants of consumption behavior. Cafes are perceived as social spaces, places for socializing, working, and expressing one's identity, making them highly relevant to the lifestyle characteristics of Gen Z. These results are consistent with previous research that found lifestyle significantly influences purchasing decisions in the service and culinary industries, where consumers tend to choose establishments that reflect their self-image and social values.

Table 2. Validity Test of Lifestyle Variables

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X2.1	8.4667	1.706	.774	.922
X2.2	8.4667	1.775	.820	.886
X2.3	8.5333	1.499	.899	.816

Source: SPSS Data, 2025

The cafe atmosphere in this study was shown to influence consumer purchasing decisions. A comfortable cafe atmosphere, attractive interior design, appropriate lighting, and a layout that supports customer comfort create a positive experience for consumers. These results support the store atmosphere theory, which states that the physical environment of a business can influence consumer emotions and drive purchasing behavior. A positive cafe atmosphere not only increases the duration of visits but also increases the likelihood of repeat purchases. This finding is in line with various previous studies which concluded that cafe atmosphere has a significant influence on customer satisfaction and purchasing decisions, especially in coffee shops that target young consumers.

Table 3. Validity Test of Cafe Atmosphere Variables

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X3.1	8.4333	1.013	.655	.518
X3.2	8.5333	1.085	.572	.623
X3.3	8.3667	1.275	.446	.765

Source: SPSS Data, 2025.

Simultaneously, digital marketing, lifestyle, and cafe atmosphere influence the purchasing decisions of Cafe Biji Kopi consumers. This shows that the success of a modern cafe cannot be determined by a single factor, but rather by a combination of effective digital marketing strategies, a fit with consumers' lifestyles, and the creation of a comfortable and attractive cafe atmosphere. These findings reinforce a holistic approach to service marketing, where digital (online experience) and physical (offline experience) aspects complement each other in shaping consumer purchasing decisions, especially those of Gen Z.

Table 4. Validity Test of Purchase Decision Variables

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y1	8.6333	1.137	.536	.728
Y2	8.4667	1.016	.620	.633
Y3	8.4333	1.013	.603	.654

Source: SPSS Data, 2025

The results of this discussion indicate that Cafe Biji Kopi's success in attracting consumer purchasing decisions is influenced by optimal digital marketing integration, an understanding of Gen Z's lifestyle, and the creation of a cafe atmosphere that supports the consumption experience. These findings offer practical implications for cafe managers in developing marketing strategies and space management that are more adaptive to the characteristics of young consumers.

Based on the results of research conducted on 96 Cafe Biji Kopi consumer respondents, it can be concluded that the cafe's success in driving purchasing decisions is influenced by the integration of digital marketing strategies, suitability to consumer lifestyles, and the creation of a comfortable and attractive cafe atmosphere. Digital marketing has been shown to play a significant role in shaping consumer perceptions and purchasing intentions through the delivery of easily accessible information and promotions, especially for Gen Z, who are highly engaged in digital media use. Gen Z's lifestyle is also a dominant factor in determining cafe choice, with social activities, self-expression, and experiences being key considerations in purchasing decisions. Furthermore, a cafe atmosphere that supports comfort, aesthetics, and positive experiences also strengthens consumers' motivation to make purchases.

Overall, the results of this study indicate that Cafe Biji Kopi consumers' purchasing decisions are not influenced by a single factor, but rather the result of a synergy between digital and physical aspects, creating a consumption experience that aligns with the characteristics and preferences of Gen Z. Therefore, implementing a holistic marketing strategy is key to increasing the cafe's competitiveness and success amidst the increasingly fierce competition in the culinary industry.

Based on these conclusions, it is recommended that Cafe Biji Kopi managers continue to optimize their digital marketing strategies by presenting creative, consistent, and relevant content that aligns with Gen Z trends and preferences. Furthermore, managers need to maintain and develop a cafe concept that aligns with the lifestyles of young consumers, whether as a space for socializing, working, or expressing themselves. Improving the cafe's atmosphere, such as spatial arrangement, interior design, and environmental comfort, also needs to be a primary focus to provide a sustainable positive experience for consumers. Future researchers are advised to expand the scope of their research by including other variables that could potentially influence purchasing decisions, as well as involving a more diverse sample size and research locations. A more

comprehensive methodological approach can also be considered to gain a deeper understanding of cafe consumer behavior in the digital era.

5. CONCLUSION AND RECOMMENDATIONS

Simultaneously, digital marketing, lifestyle, and cafe atmosphere influence the purchasing decisions of Cafe Biji Kopi consumers. This shows that the success of a modern cafe cannot be determined by a single factor, but rather by a combination of effective digital marketing strategies, a fit with consumers' lifestyles, and the creation of a comfortable and attractive cafe atmosphere. These findings reinforce a holistic approach to service marketing, where digital (online experience) and physical (offline experience) aspects complement each other in shaping consumer purchasing decisions, especially those of Gen Z.

Gen Z was chosen as the focus of this study because it represents a major consumer segment in the modern cafe industry and demonstrates a high level of engagement with digital technology. This generation tends to prioritize experience, lifestyle, and cafe atmosphere, and is highly responsive to digital marketing strategies in the purchasing decision-making process. Therefore, focusing on Gen Z is considered relevant for understanding the key factors that determine the success of cafes in the digital era.

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