



The Influence of Electronic Word of Mouth on Instagram, Brand Image, Lifestyle, and Product Quality on Purchase Decisions of Fore Coffee in Purwokerto

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ABSTRACT

This paper entails the influence of the electronic word of mouth using Instagram, brand image, lifestyle and product quality on variable purchase decision regarding Fore Coffee in Purwokerto. The research follows a quantitative group where a research instrument is a questionnaire. It entails 107 respondents sampled through purposive sampling method. The relationships between variables were assessed to be performed with the use of SmartPLS 3.0. The findings indicate that how well the electronic word of mouth, brand image, and product quality influence purchase decisions are significant. On the other hand, the lifestyle factor is not associated with purchase decisions. To the consumers, the study will inform the consumers about the forces that can affect the customer satisfaction

INTRODUCTION

The age of globalization is characterized by the enhancement in information and technology as well as the transformation of lifestyles in the society which has increased the development of the culinary sector- especially that of the coffee shops business. The factors that have contributed to this trend are a shift in consumer needs, an ever-changing consumption behavior, and the digitalization phenomenon. Coffee as a stimulant that was earlier on used as such has gone ahead to become what one shows social identity with and part and parcel of urban life. The United States Department of Agriculture (2021) projections indicate that coffee consumption in Indonesia will reach 4.8 million bags between the period 2025 and the previous one (2020/2021) which is estimated at 4.45 million bags. Such a scenario will make coffee shop business an attractive business to venture into as an entrepreneur and the market will be growing by the day in both the central city and the outskirts.

Purwokerto is one of the cities that have a great potential in the coffee shop business. The business of cafe in Purwokerto has grown spectacularly in recent years. These days dozens of cafes are distributed around the city, and their ideas are still different. Fore coffee purwokerto is one of the fast-growing coffee shop brands.

Fore Coffee is a domestic brand coffee house founded in 2018. Using digital-first model, not only does Fore Coffee engage in high-quality coffee production, it also deploys the strategies of modern marketing via social media and develops its products to satisfy changing consumer preferences. By 2024, Fore Coffee opened over 216 stores in 43 cities around Indonesia including Purwokerto. Fore Coffee was opened on October 2, 2023, in Purwokerto. Between 2023 and 2024, there was a 135 percent growth in sales in the brand over the year (Fore Coffee, 2025).

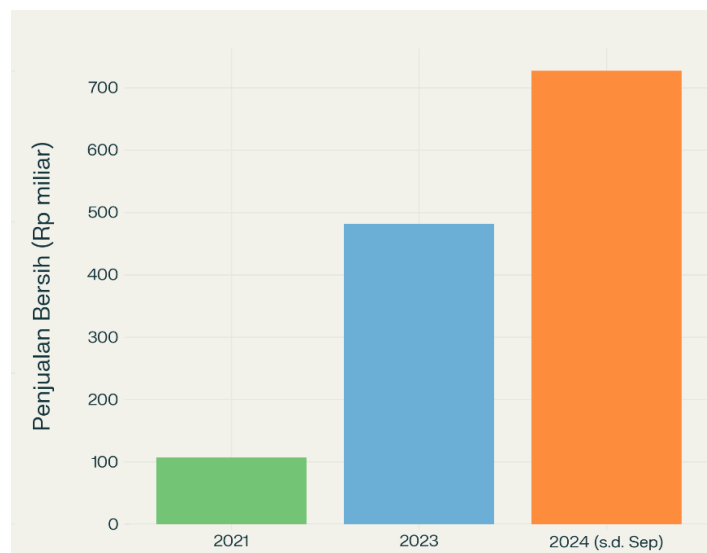


Figure 1. Fore Coffee Sales Data

This case reflects the success of the strategy which integrates the quality of products, a positive brand image, Electronic Word of Mouth (e-WOM) usage, and the sense of accurate consumer lifestyle. Purchasing decision is among the focal points in marketing that determines whether the strategy of a company will be successful or not. Kotler & Keller (2016) define purchase decision as the point at which a consumer engages in selecting a particular product or brand among other numerous options available when there are needs and desires thus perceived. A number of internal and external factors affect this stage including perception of a consumer, information on the product, life style, social values and experience. It is thus very vital to learn variables that affect the consumer to make a buying decision as one way of achieving achievement in marketing strategies.

There are various things involved in consumer buying behavior and some of them are electronic word of mouth (e-WOM), the brand image, lifestyle and the quality of the product. The former, electronic word of mouth (e-WOM) is a type of informal communication that occurs on the digital medium, where the consumers discuss the experiences, personal opinions, or recommendations regarding a certain product. Fore Coffee leverages e-WOM as a method of boosting brand awareness and shaping consumer buying decisions. Margaretha (2021), Prayoga & Mulyandi (2020), and Rahayu & Kusnanto (2023) conducted studies, according to which the effect of e-WOM on the consumer decision to purchase is positive and significant. The study by Yoga et al. (2025), Fajriyah (2022), and Nasmawati et al. (2024) found that e-WOM does not play an essential role in influencing purchases..

The second one is brand image. Kotler & Keller (2021) define brand image as the experience, information and interaction a customer has with a brand that creates his or her perception and trust towards the brand. The strong brand image that Fore Coffee has developed based on different marketing strategies and product innovations has been achieved. The results of Putri et al. (2024), Yasa, I. & Yasa, N. (2023), and Febryansyah et al. (2024) demonstrate a positive and significant influence of the brand image on buying behaviour of the consumers. Nevertheless, other findings by Kartika (2021) and Septiawan et al. (2023), and another study by Lestari & Azizah (2023) point out that the brand image is irrelevant in making a purchase.

The third influential factor of purchasing decision is lifestyle. Meanwhile, Kotler & Keller (2021) state that activities, interests, and opinions of an individual make up the lifestyle. The most basic influential factor when it comes to the buying behavior is lifestyle, especially when it pertains to coffee shop industry like Fore Coffee. According to a study conducted by Wulandari et al. (2024), Karnawan & Yusuf (2022), and Mulyadi et al. (2025), it is possible to say that lifestyle positively and significantly influences consumer purchasing behavior. On the other hand, studies conducted by Prajasantana et al. (2021), Gandhi et al. (2023), and Mubarok and Wiyadi (2024) state that lifestyle has no significant effect on consumer choice to make a purchase of a product.

The last aspect is the product quality that is described as a potential of the product to bring positive aspects that have been promised to its customers, the durability, reliability, ease of use and repairability, etc., which bring value to the consumer (Tjiptono, 2015). Fore Coffee is one of the well known coffee brands in Indonesia, therefore, whenever catering to the expectations of customers, Fore Coffee is keen to keep and improve the quality of its products. The research by authors such as Fairliantina (2023), Fathorahman (2021), and Ardhika & Suharyati (2023) notes that the quality of the products also impacts the purchasing behavior positively and significantly. Conversely, studies of Ambarwati (2020), Karina & Sari (2023) and Sitorus (2023) reveal that product quality, in its definite circumstances, does not demonstrate significant effects.

These discrepancies make it possible to speak about the necessity of additional analysis with a wider perspective. So this research helps in filling the loopholes in the past research as it will enable analysis of the factors of e-WOM, brand image, lifestyle, and product quality on purchase decision at the same time. This study is an improvement of the one conducted by Suryani & Suyaman (2022), which centered on the e-WOM through Instagram and brand image and extends it to include the variables of lifestyle and product quality following Amelia & Sukmasari (2022). The most important differences of this study are geographical and statistical focus of this study. Therefore, the study is likely to have theoretical and practical implications to the study of consumer behavior dynamics and give pertinent recommendations towards the formulation of sound digital marketing strategies in the ever-competitive business world.

LITERATURE REVIEW

Ajzen (1991) advanced the Theory of Planned Behavior (TPB) and Theory of Reasoned Action, developed by Neto (1971), which states that the behavior of individuals is influenced by intention, which is determined through three main construct concepts including attitude towards the behavior, subjective norms, and perceived behavioral control (Poswa-Scholzen, 1985). TPB is popularly used in consumer behavior research, especially the purchase decision making (Paul et al., 2016). This theory has been applied widely to predict consumer decisions because it allows researchers to understand not only what consumers intend to do but also the social and psychological factors that shape such intentions.

Attitude towards the behavior is the positive or negative ratings given by an individual regarding the accomplishment of a behavior. Within the study of buying, attitude is developed on the basis of beliefs that either benefits or losses are likely to happen as a result of the act of buying (Pasaribu & Radikun, 2021). This means that when consumers perceive that buying a product will bring satisfaction, convenience, or value, they are more likely to form favorable attitudes (Fishbein & Ajzen, 1975). A favorable attitude is often reinforced when the product consistently meets or exceeds customer expectations in terms of quality and functionality, creating long-term consumer loyalty (Schiffman & Wisenblit, 2019). When consumers have a positive connection between a product and such benefits as quality, satisfaction, and practicality, a favorable attitude to buying the product can be established (Purwanto et al., 2022). Take the case of

Fore Coffee, the company has branded the company as new and high-quality coffee brand thus making attitude towards buying decision a positive one. It is also supported by the fact that a purchase of Fore Coffee is easily perceived as a positive experience with the strength of the taste, high quality of the ingredients, and a stable presentation (Kotler & Armstrong, 2018). Additionally, consistent marketing strategies and positive experiential consumption further enhance the positive attitude of consumers toward the brand.

Subjective norms are defined as the perceived peer pressure or influence of the people close to the individual (friends and family) in terms of an individual should or should not undertake a particular behavior behavior (Ajzen, 1991). These norms are influenced by the feeling of societal expectations- be it family, friends or the community at large. eople are more likely to perform a behavior when they believe that important others think they should do it. In this scenario, subjective norms are strengthened by electronic word of mouth (e-WOM) through social media such as Instagram which gives everyone a sense of unity on whether the product is good or bad and popular. The more positive reviews are offered, the stronger the social pressure to become a part of such a trend (Hennig et al., 2004). This is particularly relevant for lifestyle products like coffee, where online endorsements and social trends significantly shape the perception of desirability.

Perceived behavioral control indicates the degree at which individuals have the capabilities and the resources to carry out the behavior (Ajzen, 1991). This comprises the impressions of barriers and facilitators. When consumers perceive that a product is accessible, affordable, and fits into their lifestyle, their sense of behavioral control increases (Ajzen, 2002). For example, factors such as store locations, online delivery services, and available payment methods can serve as facilitators that increase perceived control. Consumers with strong desire to purchase will have a strong intention of purchase as they will feel that Fore Coffee is affordable, accessible and also fits their lifestyle in terms of preferences. Efficacy and self-image of products are more likely to rise perceived behavioral control (George, 2004). Moreover, when consumers believe that few obstacles exist to prevent the purchase, their intentions are more likely to translate into actual behavior.

In this way, TPB is an exhaustive way to explain and foresee customer conduct. One can study how the behaviour of the purchase is affected by the variables: e-WOM, brand image, lifestyle, and product quality (Haryanto, T. & Haryanto, B., 2025). The integration of these variables allows researchers to map the complex interaction of psychological factors, social influences, and environmental conditions that shape consumer purchase decisions in competitive markets like the coffee industry.

The Influence of Electronic Word of Mouth on Purchase Decisions

e-WOM is an informal and electronically facilitated communication process that enables consumers to provide word of mouth communication about products to others through social media and digital applications including Instagram, YouTube, and discussion boards (Kotler and Keller, 2021). In the case of purchase decisions, the e-WOM has an effect on the way consumers search and

assort product information. The positive information which is spread by the social media brings about social pressure as well as formation of expectations regarding a product. A major factor that influences buying decisions to consider by the consumers is user reviews, which is the case with Fore Coffee.

Suryani & Suyaman (2022) conducted a research that showed there exists positive and significant relation between e-WOM through Instagram and consumer buying behavior. On the same note, Ibrahim (2024) and Soinbala and Bessie (2020) also report that there is a significant impact of e-WOM on consumer behavior in product selection.

H1: The use of Electronic Word of Mouth (e-WOM) positively and significantly influences purchase decision.

The Influence of Brand Image on Purchase Decisions

Brand image should be understood as what the consumer said about the brand depending on their experience, interactions and associations created during the consumption process (Lahindah & Sanjaya, 2023). The creation of a good brand image creates a parameter of trust and building an emotional value that spurs consumers to purchase a product (Frenredy & Dharmawan, 2020). Kasiono et al. (2022) argue that brand image plays an affective role in a purchase process and it includes the emotions that consumers believe in the product and its quality and uniformity. Being a coffee brand that is considered modern, realistic and of high quality, Fore Coffee develops a positive image that increases consumer buying intentions. According to research of Risanjani & Zaini (2021), Arianto (2025), and Afiana et al. (2022), brand image has a positive and significant impact on purchase decision of the consumers.

H2: Purchase decisions are affected positively and significantly by brand image.

The Influence of Lifestyle on Purchase Decisions

Lifestyle is described as a way of activities, interests and opinionated ways of how people lead their lives in daily life, together with consumption behavior (Sastra et al., 2023). Lifestyle is also one of the prominent factors that determine the process of purchase as it defines the kind of products that the consumers will purchase due to their values, identity, and routine. The dynamic and urban lifestyle of the consumer is more likely to use products consumable in social events and self-image-enhancing, like the tendency to meet in trendy cafes (Lestari & Karsiningsih, 2023). In that matter, Fore Coffee satisfies such lifestyle requirements by providing an atmosphere and a service comparable to the market preferences. Studies provided by Akbar & Tjahjaningsih (2023), Hendayana et al. (2024), and Lestari & Karsiningsih (2023) demonstrate that lifestyle is one of the major factors that determines consumer behavior in formulating purchase decisions.

H3: Purchasing decision is positively and significantly influenced by lifestyle.

The Influence of Product Quality on Purchase Decisions

Product quality encompasses the conformity of the functionality of a product and the anticipation of the consumer and it therefore involves factors like durability, reliability, design and ease of product usage (Herlambang & Komara, 2021). Perceived quality is one of the pillars that consumers consider in making decisions based on purchase decision (Pahmi, 2024). The stronger the perceived quality, the more a consumer is prone to a purchase (Kotler & Keller, 2020). An example of an organization that provides quality would be Fore Coffee who provides quality on a regular basis through the regular taste of coffee, use of high quality ingredients, appealing packaging design, and fast service. These factors enhance the perceived satisfaction and value of the consumers. The research conducted by Chaerunnisa (2020), Soesanto & Arsyad (2024), and Yuliana & Maskur (2022) proves the claim about the profound influence that product quality has on the decision to purchase.

H4: The quality of products positively and significantly influences purchase decision.

Purchase Decision

The process of buying entails the thought process in which by people have in mind two or more versions of the product after which, they choose the product that they think will best suit in answering their needs and Rogers (2010). This is a kind of process that assumes that consumers have some satisfactory information and choice that would enable them to make rational and well-advised decisions (Wowor et al., 2021). Purchase decision making is not an instant event and it is a process and the phenomena that it entails are, problem recognition, information search, evaluation of alternatives, decision making and post purchase evaluation (Afif & Sriyanto, 2023). The internal determinants (perception and attitude) are not the only factors that define the buying behavior of the consumers because they also depend on the external factors (quality of the product, social influence and marketing communication activities) (L. Indriani & Harahap, 2024).

Hypothesis

H1: Electronic Word of Mouth (e-WOM) has a positive and significant effect on purchase decisions.

H2: Brand image has a positive and significant effect on purchase decisions.

H3: Lifestyle has a positive and significant effect on purchase decisions.

H4: Product quality has a positive and significant effect on purchase decisions.

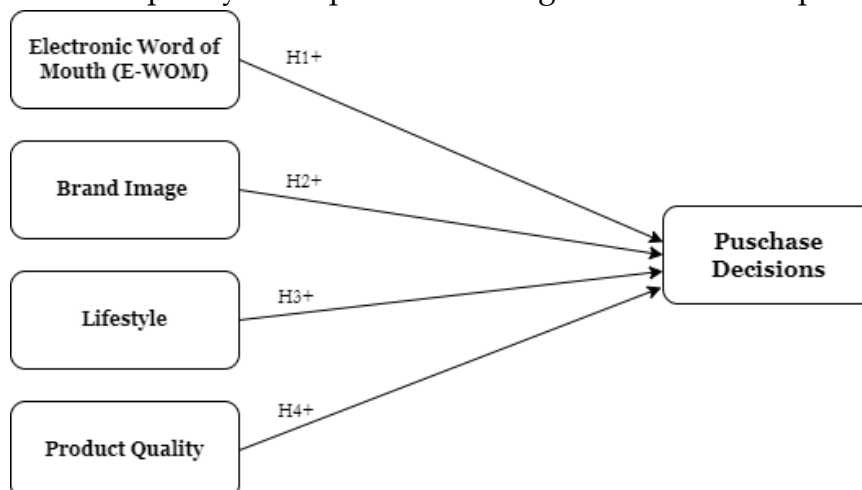


Figure 2. Conceptual Framework

METHODOLOGY

It is a quantitative research study (Sugiyono, 2024) with a population of the general people of Purwokerto who have bought Fore Coffee products on and offline. Quantitative research is appropriate because it allows for systematic measurement and statistical analysis to evaluate consumer behavior and decision-making patterns (Creswell & Creswell, 2018). Sampling method is purposive method meaning that the sample was intentionally selected based on characteristics relevant to the study objectives (Sugiyono, 2024). The responding criteria are:

- 1) Respondents should have at least bought the Fore Coffee products twice within the last two months and in Purwokerto.
- 2) The respondents should be the followers of the official Instagram page of Fore Coffee.

These criteria ensure that participants are active consumers and also socially connected to the brand, which enhances the relevance of their responses to the study (Sekaran & Bougie, 2020). The information was gathered through Google Forms, which was distributed directly through the QR code located at the Fore Coffee store at Purwokerto. Online forms are advantageous in collecting consumer behavior data because they facilitate real-time responses and reduce manual data processing errors (Bryman, 2016). In this research, the rule to calculate the sample size was a Cochran formula as the total population size is unknown (Sugiyono, 2017). Cochran's formula is commonly used for large or unknown populations because it ensures adequate representation and accuracy in survey studies (Sugiyono, 2017). The population constitutes the entire population of all consumers who carried out purchases at the outlet in the time of the study. The equation reads as below:

$$n_0 = \frac{Z^2 \cdot p \cdot q}{e^2}$$

Where:

- n_0 = minimum sample size
- Z = Z-score based on confidence level (1.96 for 95%)
- p = assumed population proportion (0.5 for maximum variability)
- $q = 1 - p$
- e = margin of error (set at 10% or 0.10)

Using a 95% confidence level and a 10% margin of error:

$$n_0 = \frac{(1.96)^2 \cdot 0.5 \cdot 0.5}{(0.05)^2}$$

$$n_0 = 96.04$$

According to this calculation, the sample size should cover 96 respondents as the minimum. The study extended the sample size by 10 percent to expect the variance in the eligibility criteria (Sugiyono, 2024). In this way, 107 respondents became the final sample examined in view of reducing the error of generalization (Ferawati & Aminah, 2023). All the variables were assessed on a scale of 1-5 as Likert scale. The three indicators comprised every variable, each indicator has two items having a total of six items per variable. SmartPLS 3.0 was used to conduct the analysis, and the procedure was carried out, according to Sarwono, as follows (2015):

- 1) Instrument testing (validity and reliability)
- 2) Measurement model assessment (outer model)
- 3) Structural model assessment (inner model)
- 4) Hypothesis testing using the bootstrapping method

In this research, the use of operation definitions is used to give a clear demarcation of the variables that will be measured. It has five variables and in five variables there are three indicators that make 15 questions. 15 questions divide into 6 questions four each of the indicators.

The initial variable is the Electronic Word of Mouth (e-WOM). As Kotler and Keller (2022) state, e-WOM is a marketing tool that provides customers with an opportunity to share a written information about a product to a wide range of people. Wintang & Pasharibu (2021) expand that e-WOM is text about a product, reviews, and ones that have been shared or posted using social media. The scale to measure e-WOM is frequency, information, and recommendation (Prayoga & Rachman, 2020).

The second variable is a Brand Image, which Kotler and Keller (2021) characterize as a product or service perception developed with assistance of the efforts of a company to meet a social and psychological needs of the consumers. As Alfiyah & Aminah (2022) note, brand image can be also understood as a consumer experience, information, and contact with a brand. Three indicators are employed, including superiority, strength, and uniqueness (Rahma & Sudarwanto, 2024).

The third independent variable is Lifestyle which is viewed as a manifestation of social position of an individual on activities, feelings and attitudes. Putri et al. (2024) explain that lifestyle is a representation of values and preferences of individuals evident in everyday actions, whereas Miswanto et al. (2022) regard lifestyle as a portrayal of the roles of time, money, and interests management by individuals. Activities, interests, and opinions are seen as the lifestyle indicators (Fitri & Basri, 2021).

Then, Bansaleng et al. (2021) explain the Product Quality variable as the capacity of a product to satisfy the utility value that consumers tend to anticipate. Anggraeni & Soliha (2020) mention further that quality has elements of functionality, reliability, appearance, and durability. Measurement of product quality in this study consists of three indicators, which are taste, appearance, and portion (Soenawan & Malonda, 2020) with two questions each and only one question for taste since it is considered the most representative of this indicator, and the product quality measurement consists of five questions in total.

Lastly, Tjiptono (2015) in Silalahi et al. (2023) defines the Purchase Decision variable as the selection of a consumer who is informed well in order to be satisfied and be motivated towards buying. Abdi & Chalimah (2020) cite such stages of the given process as the identification of needs, information search, alternative evaluation, and final decision. The employed indicators are product confidence, purchasing behavior, and recommendation to others (Martianto et al., 2023).

RESULT

Respondent Characteristics

This study involved a total of 107 respondents, consisting of consumers of Fore Coffee Purwokerto.

Table 1. Respondent Characteristics

Characteristic	Category	Frequency	Percentage
Gender	Male	52	48.60%
	Female	55	51.40%
Age	17–20 years	86	80.37%
	21–24 years	15	14.02%
	>25 years	6	5.61%
Occupation	Student	77	71.96%
	Entrepreneur	19	17.76%
	Others	11	10.28%

Based on the analysis of respondent characteristics, the data show that the majority of Fore Coffee Purwokerto consumers are female. In terms of age, most customers are between 17–20 years old (80.37%). Regarding occupation, students dominate the respondent group (71.96%), indicating that Fore Coffee Purwokerto has strong appeal among the student demographic.

Outer Model

The outer model functions to explain the association between indicators and their underlying latent variables. The objective of this test is to assess the authenticity and consistency of the model. The evaluation includes analysis of factor loadings, Average Variance Extracted (AVE), discriminant validity, and composite reliability.

a. Factor Loadings

An indicator is considered valid if it has a loading factor value greater than 0.70, as this indicates a high level of construct validity (Ghozali & Latan, 2020). Based on the data processing results of this study, the majority of indicators have loading factor values above 0.70, indicating that they are valid and effectively represent the latent variables being measured.

However, some indicators were found to have loading factor values ranging between 0.50 and 0.70. According to Hair et al. (2017), such values are still acceptable, particularly when the overall model demonstrates good unidimensionality and reliability. This is consistent with Ghozali & Latan (2020), who state that loading factor values above 0.50 can be considered to meet the minimum validity threshold, although they should be interpreted with caution.

Therefore, despite the presence of several indicators with loading factor values below 0.70, all indicators in this study are deemed valid, as they fall within an acceptable theoretical tolerance range.

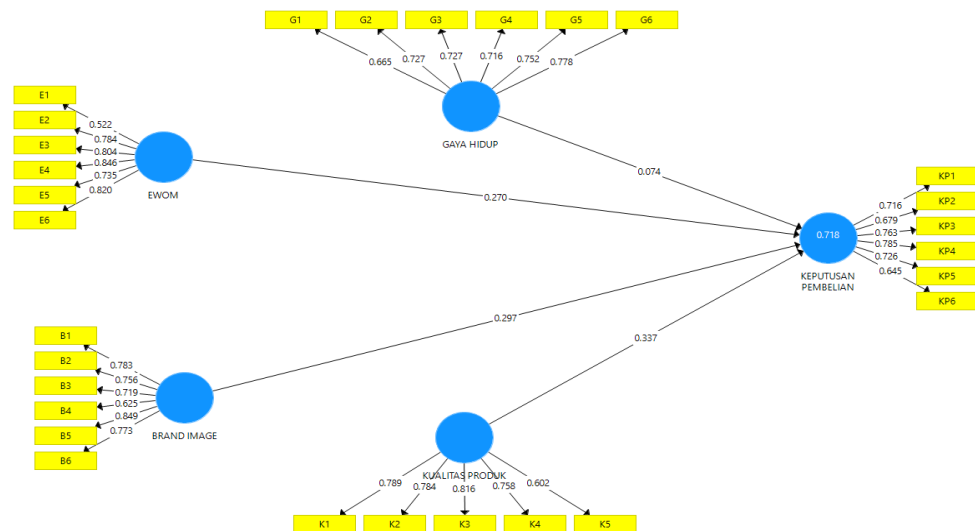


Figure 3. Factor Loadings

b. Average Variance Extracted (AVE)

Table 2. AVE Values

Variabel Laten	Average Variance Extracted (AVE)	Deskripsion
E-wom	0.577	Valid
Brand Image	0.568	Valid
Lifestyle	0.531	Valid
Product Quality	0.568	Valid
Purchase Decision	0.519	Valid

Source: Processed Primary Data, 2025

All variables in Table 2 have AVE values greater than 0.5, indicating good convergent validity (Ghozali & Latan, 2020). This suggests that the constructs – Electronic Word of Mouth (e-WOM), Brand Image, Lifestyle, Product Quality, and Purchase Decision – adequately represent the underlying latent variables. Therefore, the model meets the requirements to proceed with discriminant validity testing.

c. Discriminant Validity

Table 3. Cross Loading Values

	E-wom	Brand Image	Lifestyle	Purchase Decision	Product Quality
E1	0.522				
E2	0.784				
E3	0.804				
E4	0.846				
E5	0.735				
E6	0.82				
B1		0.783			
B2		0.756			
B3		0.719			
B4		0.625			
B5		0.849			
B6		0.773			
G1			0.665		
G2			0.727		
G3			0.727		
G4			0.716		
G5			0.752		
G6			0.778		
K1					0.789
K2					0.784
K3					0.816
K4					0.758
K5					0.602
KP1				0.716	
KP2				0.679	
KP3				0.763	
KP4				0.785	
KP5				0.726	
KP6				0.645	

Source: Processed Primary Data, 2025

Discriminant validity was evaluated by examining the cross loading of each indicator with its associated construct. An indicator is considered valid if it loads higher on its associated latent construct than on others, with a minimum threshold of 0.70 (Ghozali & Latan, 2020). The results in Table 3 show that most indicators meet this criterion. While a few indicators fall between 0.50 and 0.70, they are still acceptable if the loading on the intended construct is sufficiently higher than on others (Hair et al., 2017). Ghozali & Latan (2020) also note that loadings above 0.50 remain valid as long as there is no dominant cross-loading with other constructs. Thus, it can be concluded that all indicators in this study satisfy discriminant validity requirements, both statistically and theoretically.

Composite Reliability

Table 4. Cronbach's Alpha and Composite Reliability

	Cronbach's Alpha	Composite Reliability
E-wom	0.848	0.889
Brand Image	0.846	0.887
Lifestyle	0.823	0.871
Product Quality	0.806	0.867
Purchase Decision	0.814	0.866

Source: Processed Primary Data, 2025

Each indicator in this study demonstrates good internal consistency, as indicated by Cronbach's Alpha values exceeding 0.70, signifying strong internal reliability for each construct (Ghozali & Latan, 2020). In addition, Composite Reliability values for all variables also exceed the recommended threshold of 0.70, confirming that the research instruments exhibit adequate composite reliability. In summary, the results affirm that all variables in this study possess strong levels of reliability and discriminant validity, thereby meeting both theoretical and statistical measurement criteria.

Inner Model

The structural model serves to identify causal associations between latent variables, which are constructs that cannot be measured directly. The inner model evaluation includes the R Square test and hypothesis testing through bootstrapping to assess the strength and significance of the relationships among the variables.

a. R Square Test

Table 5. R Square Value

	R Square	R Square Adjusted
Purchase Decision	0.718	0.707

Source: Processed Primary Data, 2025

As shown in Table 5, the R Square value for the Purchase Decision variable is 0.718, indicating that 71.8% of the variance in purchase decisions is explained by the independent variables: electronic word of mouth (e-WOM), brand image, lifestyle, and product quality. According to Hair et al. (2017), this

level of explanatory power falls into the strong category. The remaining 28.2% is influenced by other variables not included in this model.

b. Hypothesis Testing (Bootstrapping)

Table 6. Hypothesis Test Results

	Original Sample (O)	P Values	Description
e-WOM → Purchase Decision	0.27	0.001	Positive and significant effect
Brand Image → Purchase Decision	0.297	0	Positive and significant effect
Lifestyle → Purchase Decision	0.074	0.367	Positive but not significant effect
Product Quality → Purchase Decision	0.337	0	Positive and significant effect

Source: Processed Primary Data, 2025

Hypothesis testing in this study was conducted to assess the significance of the relationships between variables using the bootstrapping method. A hypothesis is considered statistically significant if the p-value is less than 0.05, in accordance with the criteria set by Hair et al. (2019). The direction of the relationship is determined by the original sample (O) value, where a positive value indicates a direct (positive) effect, and a negative value indicates an inverse (negative) effect. Based on the analysis results, all relationships between variables show positive O values, meaning that all effects are in a positive direction. Three variables—brand image, e-WOM, and product quality—exhibit statistically significant relationships with purchase decisions ($p < 0.05$). In contrast, lifestyle shows a positive but not significant effect ($p = 0.367 > 0.05$), and therefore, this hypothesis is not supported statistically.

DISCUSSION

The conclusion of Hypothesis testing on H1 suggests that there is a significantly positive impact of electronic word of mouth (e-WOM) on considering purchases by a consumer in Fore Coffee Purwokerto. According to the descriptive statistics, the respondents showed the highest rating to the statement, which states that consumers frequently discover innovations or products of the Fore Coffee company due to the posts or comments in Instagram. In the meantime, the least ratings were provided to the statement indicating the fact that the consumers frequently read reviews or comments about Fore Coffee on Instagram. This result could be an indication that even though consumers will not play a proactive role in reading the reviews directly, they are visually exposed to e-WOM on social media to a level that will induce their perceptions and compel them to buy. These findings are consistent with Susana Adelia (2021), who reported that Instagram-based e-WOM plays an important role in local cafes purchase. The other fact is that Widuta & Rinaldi (2023) also state that the community-based interactions of digital e-WOM build up positive consumer

perceptions. Indriani & Arifiansyah (2025) also confirm that e-WOM is important in creation of trust among consumers, particularly in the beverage industry.

According to the characteristics of the respondents, the statistics indicate that most consumers of the Fore Coffee Purwokerto store are females. The age of the customers varies and most of them are 17-20 years (80.37%) and most are college students (71.96%). These results imply that the Fore coffee is very attractive to youthful and scholarly groups of people. The inference is supported by this segment in reaffirming the power of e-WOM to include the use of social media platforms such as Instagram, which is the most prevalent among this generation. Thus, the digital interaction and community trends have a heavier impact on consumer preferences and purchase decision-making.

The results of hypothesis H2 testing reveal that brand image has a significant and positive effect on consumer purchase decision in Fore coffee Purwokerto. By the descriptive analysis, it finds that the statement that Fore Coffee products are appealing because they are unique achieved the highest score and the least score is received by the statement that Fore Coffee can be easily distinguished among others. This indicates that, consumption is aware of the product distinctiveness but Fore Coffee is yet to develop totally different brand mark than competitors. The results correspond to Pradani et al. (2020) who considered that purchase intention in products of coffee was strengthened through strong brand image. Arianto (2025) stated as well that both brand uniqueness and strength are perceptions that affect loyalty and the choice of consumers. Darmayanti & Indayani (2024) affirm that brand image plays a major role in influencing the purchase decision and others, especially in the case of the F&B industry.

The findings of testing the hypothesis H3 show that the impact of lifestyle on the purchase decision is a positive, not significant one in the case of ensuring purchases in Fore Coffee in Purwokerto. Based on the descriptive statistics, the statement with the highest rating was that coffee choice indicates the personality of a person or his/her lifestyle whereas the lowest rated statement that the preference to visit Fore Coffee is a usual routine of the day. This implies that although the coffee is viewed as being a lifestyle insignia, it is not embraced by every consumer in their daily undertaking. Such discovery is reflected in the results of the Mulia & Utamaningsih (2021) research, in which it was concluded that lifestyle is insignificant in terms of purchase decisions. Mubarok & Wiyadi (2024) further stated that lifestyle is not an indicator of a stable consumption since it is not always symbolic. The conclusion made by Faulina & Susanti (2023) agreed with the assessment that the lifestyle is not a critical aspect of influencing the purchasing behaviour of products that require less emotional decision, e.g., coffee

As presented in the outcome of hypothesis H4 tests, the quality of products is positively and influences purchase intention at Fore Coffee Purwokerto. On the basis of the descriptive findings, the respondents rated the highest score on the statement that, packaging and design of Fore Coffee, seem convincing, whereas the lowest was scored on the series of thinking about the portion size of the product. Such findings indicate that the product quality is less treated by the amount and the portion size; it is rather more judged on the appearance and the admirability. This is justified by the results found by Amelia & Sukmasari (2022), which state that the main factors affecting the coffee shop purchase involved the aspect of taste and appearance. According to Wado et al. (2023), it was also mentioned that desirable packaging and design raise the perceived quality and amplify repurchasing intention. As well, Oktaviani & Natania (2024) highlighted that sensory experience of beverage products is relevant to the development of consumer loyalty in F&B industries.

The study has a number of limitations which ought to be mentioned. The first is that the study will only cover the area of Purwokerto and hence the research will not be generalized to the rest of the Fore Coffee outlets in Indonesia. Second, the information gathered is quantitative and anchored on closed-ended questionnaires, which fail to pursue further grounds concerning the preferences or perception of the consumers. Third, the research attempts to study only four primary variables that include e-WOM, brand image, lifestyle and product quality. Fourth, an item that was considered under the category of the indicator of product quality: taste was deleted in analysis because it was of invalidity status. This implies that it was not representative enough and thus the statement ought to be enhanced in future studies. This observation is consistent with Ghozali & Latan (2020) who note that the measurement indicators should undergo a validity test to demonstrate a representation of constructs (Hair et al., 2019).

CONCLUSION AND RECOMMENDATION

Conclusion

It can be postulated based on the result and discussion of this study that electronic word of mouth (e-WOM) through Instagram, brand image, and product quality shows a positive and significant effect on consumer purchase decision regarding Fore Coffee Purwokerto. The quality of the products especially their palatability, outlook, and the size of portion is also a significant factor that is shown to be a determinant of buying. But the variable lifestyle does not turn out to be significant hence implying that differences in lifestyles do not have a direct impact on the decisions to buy Fore Coffee products.

It is thus suggested that Fore Coffee management should further optimize digital communication approach in ensuring positive consumer perceptions that affect e-WOM on social media, and also establish and enhance brand image by means of innovation and service uniformity. In addition to that, the quality of the products must be sustained and improved in the long-term basis, because quality is a subjective base used to make purchases. Though the influence on lifestyle is not direct, it may be also used in the market segmentation and promotion strategy targeting specific audiences.

There are a number of limitations which should be taken into consideration in this research. First is that the study was carried out in the Purwokerto region only implying that the findings can not be generalized yet in the activities of Fore Coffee in the rest of Indonesia. Second, the obtained data was quantitative which was identified using closed-ended questionnaires and therefore did not allow to explore the reasons why some consumers preferred to buy these categories of products or had specific perceptions in detail. Third, only four primary variables were analyzed, i.e., e-WOM, brand image, lifestyle and product quality. The other variables that might have influenced the study, including price, promotion, brand loyalty, and customer satisfaction, were not provided in this study. It is therefore in the future research that it is hoped that they will increase their geographical location, a mixed-method approach as well as adding other variables so that they will provide results that are more representative and comprehensive.

Recommendation

In further study, it is advised that the study geographically will be widened to give more representative findings of Fore Coffee consumers on a national level, not only in Purwokerto. The mixed-method approach of conducting research by using quantitative and qualitative methods to have a better understanding of the underlying motifs behind consumer purchase behavior is also encouraged to future researchers. Besides, other variables like price, promotion, customer satisfaction, brand loyalty and brand trust must also be looked into and included in the research model. This will be able to give a broad picture on the aspects that guide consumer in purchasing products of coffee based drinks, particularly in the environment of a very dynamic and competitive food and beverage industry.

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