





## The Influence of Sales Promotion, Brand Trust and Lifestyle on Purchasing Decisions Against Purchasing Decisions at the Gatot Subroto Starbucks Store

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### ABSTRACT

This research aims to determine and analyze the influence of sales promotion, brand trust and lifestyle on purchasing decisions at Starbucks Gatot Subroto outlets, Medan City. This research is quantitative descriptive research with an associative approach method and the type of data used is primary data. The data analysis method used is multiple linear regression and assistance from SPSS. The population in this study was Starbucks Gatot Subroto consumers with a sample of 91 people. The results of this research show that partially, the variables sales promotion, brand trust, and lifestyle have a positive and significant effect on purchasing decisions at the Gatot Subroto Medan Starbucks Store. The simultaneous significance test shows that the sales promotion, brand trust and lifestyle variables together have a positive and significant effect on purchasing decisions at the Gatot Subroto Starbucks outlet in Medan City.

**Keywords:** Sales Promotion, Brand Trust, Lifestyle, Purchase Decision

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## 1. Introduction

Indonesia, as one of the largest coffee producing countries in the world, has a tropical climate and geographical conditions that support coffee cultivation. This potential is further strengthened by temperatures that are suitable for the growth of coffee plants. Demand for coffee also continues to increase along with the growth in the number of coffee shops offering various coffee drinks. This growth is reflected in the surge in growth of new coffee shop outlets in Indonesia.

A coffee shop, or coffee shop, is a place that not only serves coffee and other hot drinks, but also functions as a place to work and spend free time. One example of success in this industry is Starbucks. Originating from Seattle, Washington, Starbucks Corporation has grown to become one of the world's leading coffee shop brands. In Indonesia, Starbucks won the Top Brand Awards,

reflecting its huge popularity in the global coffee market.

The success of a marketing strategy not only depends on achieving sales goals, but also on the formation of consumer trust in the brand, where with trust in the brand, consumers tend to feel more confident and comfortable in making purchasing decisions. This will also influence consumers' lifestyles in the process of selecting the products to be used.

Therefore, it is important to plan the chosen strategy carefully, because this strategy can be used to develop a product or company and influence consumer purchasing decisions. Purchasing decisions are a crucial factor that needs to be considered, so that business actors can design effective marketing strategies to attract consumer buying interest. When choosing a product, consumers have various considerations such as price, service, and product benefits which influence their satisfaction with the purchase.

Therefore, researchers are interested in conducting research on product purchasing patterns at Starbucks Gatot Subroto, Medan. Starbucks in Gatot Subroto is a type of business in the retail industry that specializes in offering drinks, food and their typical merchandise products.

### *1.1 Marketing*

Marketing is identifying and meeting human and social needs, one of the best and shortest definitions of marketing is meeting needs profitably [1].

### *1.2 Sales Promotion*

"Product design is the totality of features that influence the appearance, feel and function of a product based on customer needs [1]."

Sales promotion indicators [2], namely:

1. Rebates (Price Discounts)
2. Price Packs / Cents-off-deals (Price Packages)
3. Promotional Products (Product Promotion)

### *1.3 Brand Trust*

Brand trust is the product's ability to be trusted and fulfill the promised value, as well as the brand's good intentions that emphasize the priority of consumer interests[3].

Brand trust indicators are: [4]

1. Brand Reliability (Brand Reliability)
2. Brand Intention (Brand Intention)

### *1.4 Lifestyle*

Lifestyle is a person's pattern of living in the world which is reflected in activities, interests and opinions. Lifestyle captures the interaction of a "whole person" with their environment [1].

lifestyle indicators include: [1]

1. Activity
2. Interest (Interest)
3. Opinion (Opinion)

### *1.5 Purchasing Decisions*

Consumer purchasing decisions are purchasing decisions of individual and household final consumers who buy goods and services for personal consumers [1].

Purchasing decision indicators [5], namely:

1. Product Selection
2. Brand Selection
3. Selection of Place or Distribution Channel
4. Time of Purchase
5. Purchase Amount

### *1.6 Conceptual Framework*

Based on the explanations above, the conceptual framework can be illustrated as follows:

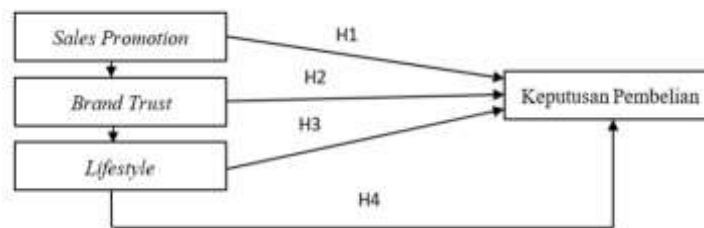


Figure 1. Conceptual Framework

*H1: Sales Promotion partially has a positive and significant effect on purchasing decisions.*

*H2: Brand Trust partially has a positive and significant effect on purchasing decisions.*

*H3: Lifestyle partially has a positive and significant effect on purchasing decisions.*

*H4: Sales Promotion, Brand Trust and Lifestyle simultaneously influence purchasing decisions.*

**2. Methods**

This study uses a quantitative research approach. Quantitative research is based on a positivist paradigm, where the data collected is in the form of numbers measured using statistical methods to reach conclusions related to the problem being studied. This type of research also uses an associative approach, which aims to explore the relationship between two or more variables and to assess the impact of each of these variables [6-7].

The population in this research is Starbucks consumers who have visited or purchased products at Starbucks Gatot Subroto, Medan City, the number of which is not yet known with certainty. To determine the sample size, this study used a formula developed by Hair et al. This formula was chosen because the population size is not known with certainty. Based on the recommendation that the number of indicator variables should be between 5 and 10 times, with 13 indicators used, the sample size was calculated by multiplying the number of indicators (13) by a factor of 7, so that a sample size of 91 people was obtained.

This research uses two types of data, namely primary data collected through questionnaires from direct respondents, and secondary data obtained from sources such as books, articles and previous research that are relevant to this research topic.

The items contained in the questionnaire are weighted using measurements based on a Likert scale. The data collection method in this research was carried out by:

1. Questionnaire Method. The technique used to collect data regarding the variables of entrepreneurial knowledge, entrepreneurial skills and business success is by distributing questionnaires to respondents. The questionnaire used in this research is closed, where the answer choices are predetermined. The type of questionnaire chosen is a multiple choice questionnaire.
2. Documentation Method. Researchers access and collect data from books, journals and online information sources as supporting references in this research.
3. Interview Method. Data is collected through interaction between researchers, who act as interviewers, and respondents. The aim is to obtain relevant information related to the research topic.

**3. Result and Discussion**

*3.1 Validity Test*

In this research, researchers used IBM SPSS Statistics 25 to analyze the validity and reliability of the instruments used. The validity test results for the Sales Promotion, Brand Trust, Lifestyle and Purchase Decision variables will be explained or presented in the form of tables or relevant results.

Table 1. Validity Test

Pernyataan	R Hitung	R tabel	Ket
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Sales Promotion 1	0,774	0,367	Valid
Sales Promotion 2	0,640	0,367	Valid
Sales Promotion 3	0,742	0,367	Valid
Sales Promotion 4	0,847	0,367	Valid
Sales Promotion 5	0,877	0,367	Valid
Sales Promotion 6	0,805	0,367	Valid
Brand Trust 1	0,791	0,367	Valid
Brand Trust 2	0,798	0,367	Valid
Brand Trust 3	0,799	0,367	Valid
Brand Trust 4	0,672	0,367	Valid
Lifestyle 1	0,805	0,367	Valid
Lifestyle 2	0,812	0,367	Valid
Lifestyle 3	0,757	0,367	Valid
Lifestyle 4	0,762	0,367	Valid
Lifestyle 5	0,868	0,367	Valid
Lifestyle 6	0,763	0,367	Valid
Keputusan Pembelian 1	0,755	0,367	Valid
Keputusan Pembelian 2	0,778	0,367	Valid
Keputusan Pembelian 3	0,703	0,367	Valid
Keputusan Pembelian 4	0,781	0,367	Valid
Keputusan Pembelian 5	0,815	0,367	Valid

Based on the table above, it can be seen that the calculated R value (Corrected Item-Total Correlation) is higher than the R table value, namely 0.367, this shows that the questionnaire items are declared valid, or the questionnaire can be used in research settings.

### 3.2 Reliability Test

The results of the reliability test for the variable instruments Product Design, Product Quality and Purchasing Decisions are shown in the following table:

Table 2. Reliability Test

Cronbach's Alpha	N of Items
.971	21

Based on the table provided, the Cronbach's Alpha value is 0.971. According to the specified criteria, the instrument is considered reliable if the Cronbach's Alpha value is greater than or equal to 0.367. Because the Cronbach's Alpha value (0.971) is much higher than the specified value (0.367), it can be concluded that the instrument is reliable.

### 3.3 Multiple Linear Regression Analysis

Multiple linear regression plays a role in predicting the influence of the independent variables, Sales Promotion (X1), Brand Trust (X2), Lifestyle (X3) on the dependent variable, namely Purchase Decision (Y) and proving whether there is a functional relationship between the independent variable and the dependent variable. Results of Regression Analysis Double Linear can be seen in the table below.

Table 3. Results of Multiple Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
(Constant)	5,127	1,958		2,618	0,010
1 Sales Promotion	0,223	0,086	0,287	2,584	0,011
Brand Trust	0,327	0,144	0,223	2,266	0,026
Lifestyle	0,258	0,090	0,307	2,871	0,005

Based on Table 3, the multiple linear regression equation is obtained as follows:

$$Y = 5.127 + 0.223 X1 + 0.327 X2 + 0.258 X3$$

Based on this equation it can be described as follows:

1. Constant B = 5.127 shows a constant value, where if the influence of sales promotion (X1), brand trust (X2), lifestyle (X3) = 0, then the value of the dependent variable for purchasing decisions is 5.127.
2. The regression coefficient value of the self-efficacy variable (X1) is positive at 0.223, meaning
3. that if the sales promotion variable (X1) increases by 1 level while the other variables are considered constant, then variable Y, namely the level of purchasing decisions, will increase by 0.223.
4. The regression coefficient value of the brand trust variable (X2) is positive at 0.327, meaning that if the brand trust variable (X2) increases by 1 level while the other variables are considered constant, then variable Y, namely the level of purchasing decisions, will increase by 0.327.
5. The regression coefficient value for the lifestyle variable (X3) is positive at 0.258, meaning that if the lifestyle variable (X3) increases by 1 level while the other variables are considered constant, then variable Y, namely the level of purchasing decisions, will increase by 0.258.

#### 3.4 Simultaneous Significance Test (F Test)

The F test is conducted to see how independent variables collectively influence the dependent variable. The results of the simultaneous test are shown in the following table:

Table 4. F Test ANOVA<sup>a</sup>

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	187.632	3	62.544	29.221	.000 <sup>b</sup>
	Residual	186.214	87	2.140		
	Total	373.846	90			

a Dependent Variable: Purchasing Decision

b Predictors: (Constant), Lifestyle, Brand Trust, Sales Promotion

Based on Table 4.13, the number of samples (n) is 91 respondents and the number of parameters (k) = 4, df= n-(k-1) = 91 -3 = 88, then at  $\alpha = 0.05$  we get  $F_{table} = 2.708$ . Based on Table 4.13, it is known that  $F_{count}$  is 29.221 with a significance level of 0.000. Meanwhile,  $F_{table}$  at the confidence level  $\alpha = 0.05$  is 2.708. Therefore,  $F_{count} (29.221) > F_{table} (2.708)$  and

the significance level of  $0.000 < 0.05$  shows that the independent variables sales promotion (X1), brand trust (X2), lifestyle (X3) simultaneously have a positive and significant effect on purchasing decisions. Starbucks Gatot Subroto Store.

### 3.5 Partial Significance Test (t Test)

The t test is carried out to find out how the independent variable affects the dependent variable partially or individually. Partial test results are shown in the following table:

Table 5. t Test

Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	T	
(Constant)	5,127	1,958		2,618	0,010
1 Sales Promotion	0,223	0,086	0,287	2,584	0,011
Brand Trust	0,327	0,144	0,223	2,266	0,026
Lifestyle	0,258	0,090	0,307	2,871	0,005

a. Dependent Variable: Keputusan Pembelian

Based on the table above, it can be seen that 4 with the number of samples ( $n$ ) = 91, number of parameters ( $k$ ) = 4,  $df = (n-k-1) = 91 - 3 = 88$  then at the error level  $\alpha = 0.05$ , we obtain t table = 1.987. Based on Table 4.13, it can be seen that:

- It is known that the sales promotion variable (X1) has tcount (2.584) > ttable (1.987) and is significant (0.011) < 0.05. So it can be concluded that sales promotion partially has a positive and significant influence on purchasing decisions at Starbucks Gatot Subroto Stores.
- It is known that the brand trust variable (X2) has tcount (2.266) > ttable (1.987) and is significant (0.026) < 0.05. So it can be concluded that brand trust partially has a positive and significant effect on purchasing decisions at Starbucks Gatot Subroto outlets.
- It is known that the lifestyle variable (X3) has t count (2.871) > t t table (1.987) and is significant (0.005) < 0.05. So it can be concluded that lifestyle partially has a positive and significant influence on purchasing decisions at the Gatot Subroto Starbucks outlet.

### 3.6 Coefficient of Determination Test (R2)

The coefficient of determination (R2) is used to measure the extent to which the independent variable is able to explain the dependent variable. The following are the results of the coefficient of determination test (R2) in tabular form.

Table 6. Coefficient of Determination Test.

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted Square	R Std. Error of the Estimate
1	.708 <sup>a</sup>	.502	.485	1.463

a. Predictors: (Constant), Lifestyle, Brand Trust, Sales Promotion  
b. Dependent Variable: Purchasing Decision

Based on Table 4.15, the Adjusted R Square value is 0.485. This indicates that around 48.5% of the variation in employee performance (variable Y) can be explained by independent variables

such as sales promotion (X1), brand trust (X2), and lifestyle (X3). The remaining 51.5% was influenced by other factors not examined in this study.

### 3.7 DISCUSSION

#### 3.7.1 The Influence of Sales Promotion on Purchase Decision

Based on the t test, it is known that the sales promotion variable partially has a positive and significant effect on purchasing decisions at the Starbucks Gatot Subroto Store, this can be seen from having  $t_{count} (2.584) > t_{table} (1.987)$  and significant  $(0.011) < 0.05$ . The results of the research above are in accordance with the results of previous research entitled "The Influence of Advertising and Sales Promotion on Purchasing Decisions in Poskop Zio Jombang", with the results of sales promotion research having a positive and significant effect on purchasing decisions in Zio Jombang Poscopy [8].

The approach used by Starbucks in sales promotion, as explained is effective in attracting price-sensitive consumers and increasing economic value in their purchasing experience [1]. A loyalty program that provides rewards points and special promotions for certain products has helped strengthen Starbucks' position in the coffee market, increase sales of new products, and influence customers' ongoing purchasing decisions.

#### 3.7.2 The Influence of Brand Trust on Purchase Decision

Based on the t test, it was found that the lifestyle variable had a positive and significant effect on purchasing decisions at the Gatot Subroto Starbucks Store. These results are in accordance with previous research which shows that lifestyle influences purchasing decisions at Peacockoffle Semarang [9]. Respondents in this study revealed that Starbucks is often chosen because of its relaxed and comfortable atmosphere, suitable for various activities such as relaxing or working. Consumers who care about the environment also tend to choose Starbucks because of the brand's commitment to environmentally friendly practices, such as using reusable cups and reducing plastic waste. This shows that Starbucks not only meets practical needs in providing drinks, but also reinforces environmental values that are important to consumers.

#### 3.7.3 The Influence of Lifestyle on Purchase Decision

Based on the t test, it was found that the lifestyle variable had a positive and significant effect on purchasing decisions at Starbucks Gerai Gatot Subroto, Medan, as seen from the  $t_{count}$  value (2.871) which was greater than  $t_{table}$  (1.987) with a significance level of 0.005 which was less than 0.05.

Respondents in this study revealed that Starbucks is often chosen because of its relaxed and comfortable atmosphere which is ideal for various activities such as relaxing or working. Consumers who care about the environment also tend to choose Starbucks because of the brand's commitment to environmentally friendly practices, such as using reusable cups and reducing plastic waste. Thus, Starbucks' strategy at Gerai Gatot Subroto, Medan, which emphasizes a certain lifestyle has been proven to influence consumer purchasing decisions at that location.

#### 3.7.4 The Influence of Sales Promotion, Brand Trust, dan Lifestyle on Purchase Decision

From the results of research conducted by researchers, the variables sales promotion (X1), brand trust (X2), lifestyle (X3) simultaneously have a positive and significant influence on the purchasing decision (Y) of Starbucks Gerai Gatot Subroto. This can be seen from the calculated F test results which show that the calculated F value in column (F) is 29.221 which is greater than the F table value of 2.708. The calculated F significant value in the column (sig.) is 0.000, this value is smaller than the error rate ( $\alpha$ ) of 0.5. So it can be concluded that the independent variables sales promotion (X1), brand trust (X2), lifestyle (X3) simultaneously have a positive and significant effect on the purchasing decision (Y) of the Gatot Subroto Starbucks Store.

## 4. Conclusion

Based on the results of this research, the following conclusions can be outlined:

1. Sales Promotion partially has a positive and significant effect on Starbucks Gatot Subroto Store purchasing decisions.

2. Brand Trust partially has a positive and significant effect on purchasing decisions at the Gatot Subroto Starbucks Store.
3. Lifestyle partially has a positive and significant effect on the performance of Starbucks Gatot Subroto Store purchasing decisions.
4. Sales promotion, brand trust, and lifestyle simultaneously have a positive and significant influence on purchasing decisions at the Gatot Subroto Starbucks outlet.

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