The Analysis of Determinants Affecting Consumers' Decision to Choose Starbucks

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Abstract: The purpose of this study is to determine the factors that influence the decision to choose Starbucks. The population in this study amounted to 395 respondents. The data analysis technique in this study is multiple linear regression analysis, t-test, F-test, and coefficient of determination. Variables that influence the decision to choose Starbucks are cultural, social, personal and psychological. The result of the partial test and simultaneously stated that the cultural variables, social variables, personal variables, and psychological variables influence the decision to choose Starbucks.

Keywords: Culture, social, personal, psychological, and decided to choose.

INTRODUCTION

The national food and beverage industry shows positive growth (Panggah, 2016). Many outlets offer food and beverage products in various forms. In recent years, the growth of the beverage industry in Indonesia has developed very rapidly.
This makes competition in the industry even tighter. Efforts made by producers or business actors include understanding consumer behavior itself. One of the businesses that are now favored by business people in Indonesia is business in the coffee shop; this is shown in the current behavior of consumers, which tends to like drinking coffee.

The level of coffee consumption in Indonesia in 2000-2016, based on (International Coffee Organization, 2017) is shown that there is an increase in the amount of coffee consumption in Indonesia. The increase in the amount of coffee consumption in Indonesia causes opportunities for coffee shop businessmen. Seeing these opportunities, coffee shops from the United States, Starbucks also played a role in the beverage business in Indonesia. One of the popular coffee shops in Medan is Starbucks. Hearing the name Starbucks, people will remember a cup of coffee and snacks. Others may imagine a small, warm outlet, with dim light, full of the smell of coffee, and synonymous with high-end coffee places. Purchasing decisions are actions of consumers to buy products or not (Kotler and Keller, 2016).

At the beginning of the survey, there were still indications of a lack of consumer buying interest. The survey conducted on 30 consumers at the Starbucks store in Cambridge City Square and found a phenomenon that occurs in the purchasing decisions of Starbucks products. Indicators of purchasing decisions where consumers are not

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satisfied choosing Starbucks products is one indicator that is below the average rating. Besides, the post-purchase behavior indicator is also an indicator that weights the average. Based on the survey result, it is alsoshown that not all consumers recommend Starbucks products to others. Consumer purchasing decisions will have an impact on Starbucks sales. One example of declining Starbucks sales occurred at Starbucks outlets in Cambridge City Square.

Based on information received from an employee at the beginning of the survey at the Starbucks Cambridge City Square outlet, it was explained that Starbucks sales in Cambridge City Square had decreased sales in 2016 to 2017 and at the beginning of 2018 when this research was conducted. This means that consumer decisions in choosing Starbucks Cambridge City Square have decreased. Some things are thought to be the cause of the decline in sales at Starbucks Cambridge City Square, which is a high level of competition, because of the proliferation of local coffeeshops, which makes people or consumers switch to local coffeeshops. Another thing that was suspected to be an issue of declining Starbucks sales in that period was due to the issue of the Starbucks Indonesia boycott. As quoted from (Kumparan NEWS, 2017) released on July 1, 2018, on page m.kumparan.com stated that the issue of boycott hit Starbucks because of the statement of former CEO of Howard Schultz who was considered to support LGBT (lesbian, gay, bisexual, transgender). Starbucks attitude to embrace LGBT people is considered to be able to damage cultural and religious values in Indonesia, and not by the ideology of the country. And it affects Indonesian society to buy Starbucks products, so by buying Starbucks products, it means supporting LGBT.

The decision to purchase a product is something that producers are interested in. But the consumer's decision to make a purchase is not just done. There are several steps that consumers will take before making a purchase decision. Consumers will be more critical to make choices about the desired product. So that in this case a reference, culture, social, personal, and psychological following the consumer can be considered as consideration for consumers in choosing. Consumer decisions in choosing will affect the level of Starbucks sales. As one of the coffee shops in Medan who wants to continue to survive and continue to grow, Starbucks needs to know what are the factors in influencing someone to choose the product. According to (Kotler and Keller, 2016), the factors that influence consumer behavior in choosing are cultural, social, personal, and psychological factors.

Culture is the most fundamental cause of one's desires and behavior. Culture is the belief in the values of behavior and material objects that are adopted and used by certain communities or communities (Macionis, 2007). Drinking coffee for the people of Indonesia has become a culture from time to time. However, the culture of the community is now shifting to local coffee shops that are affordable rather than Starbucks at a relatively much more expensive price originating from abroad. This would be a problem for Starbucks because people now have a culture of buying affordable products and the family culture also doesn't like their children having a wasteful culture because they often hang out at Starbucks.

Social, can affect consumer behavior in making decisions. The things that affect consumer behavior include the group, family, roles, and status. In terms of social, family or certain groups out there consider that Starbucks is filled with top social consumers. Thus resulting in certain families or groups feeling reluctant or awkward to hang out at Starbucks, hence it becomes a problem for Starbucks because not all social circles incline toward hanging out at Starbucks. Families are reluctant to hang out at Starbucks due to the absence of varied menus such as the heavy food offered by Starbucks.

Personally, the decision to choose is also influenced by personal decisions. Personal factors include the age and stages of the buyer's life cycle, work, and economic conditions, personality and self-concept, and lifestyle and values. In personal terms, the current economic situation of the people which is relatively difficult to be characterized by minimal income will have an impact on decreasing Starbucks sales, thus the community uses more money for things that are more important than buying coffee at Starbucks.

Psychologically, consumer purchasing choices are influenced by four main psychological factors, such as motivation, perception, knowledge, and beliefs and attitudes. Consumers choose Starbucks depending on their perceptions. In terms of psychology, some people believe that when hanging out at Starbucks does not provide clear benefits, because people can also enjoy much cheaper coffee at other coffee shops with the same taste.

Based on the analysis that has been put forward related to the decision to choose Starbucks, this study aims to determine cultural factors, social factors, personal factors, psychological factors influence the decision to choose Starbucks social factors partially influence the decision to choose Starbucks.

THEORETICAL REVIEW

Consumer behavior is the study of individuals, groups or organizations, and the processes they use to select, secure, use, and dispose of products, services, experiences or ideas to satisfy the needs and effects of this process on consumers and society (*Hawkins et al.,* 2007). Whereas according to (Kotler and Keller, 2016) stated that consumer behavior is the study of how individuals, groups and organizations choose, buy, use and place goods, services, ideas or experiences to satisfy their willingness and needs.

The Influence of Culture on Decisions in Choosing Starbucks. Cultural, sub-cultural and social classes greatly influence consumer purchasing behavior. Culture is a basic determinant of one's wants and behavior. Culture is a work, a sense and also the creativity of society. The dimensions of cultural factors are as follows (1) Culture, (2) Sub-culture, (3) Social class (Kotler and Keller, 2016).

Culture is a basic determinant of one's wants and behavior. Cultural relations with purchasing decisions, namely that in their cultural factors there are culture, sub-culture, and social class (Kotler and Keller, 2016). Culture or habits of consumers influence

consumer decisions in choosing. Other research resultswere supported the cultural factors influence purchasing decisions (Suprayitno *et al.,* 2015); (Syafirah *et al.,* 2017).

H₁: Influential cultural factors on the decision to choose Starbucks

Social Influence on Decisions in Choosing Starbucks. Social is a relatively homogeneous and permanent division of society and hierarchically arranged and its members adhere to similar values, interests, and behaviors (Kotler and Keller, 2016). Consumer behavior is also influenced by social factors. The dimensions of social factors are as follows (1) Reference groups, (2) Families, (3) Roles and status.

In social factors, there are several dimensions of the reference group, family, roles, and status in social relations with purchasing decision. Each of these dimensions influences the decision in choosing. Other research results supported social factors which are an influence on purchasing decisions (Suprayitno *et al.,* 2015); (Destian, 2017).

H₂: Social factors influence the decision to choose Starbucks.

Personal Influence on the Decision to Choose Starbucks. Personal characteristics that influence purchasing decisions include age and stages in the life cycle, work and economic conditions, personality and self-concept, and lifestyle and values (Kotler and Keller, 2016). The dimensions of personal factors are as follows (1) Age and life cycle stage, (2) Employment and economic conditions, (3) Personality and self-concept, (4) Lifestyle and values.

Age and stage of the consumer life cycle can influence consumer decisions in choosing a product. Research results that supported personal factors influence are in purchasing decisions (Istan, 2016); (Ruhamak, 2016).

H₃: Personal factors influence the decision to choose Starbucks.

Psychological Influence on Decisions in Choosing Starbucks. Psychology is a factor that originates in a person's individual and a person's psychological elements are further influenced by four important psychological factors: motivation, perception, knowledge, and beliefs and attitudes. The dimensions of psychological factors are as follows (1) Motivation, (2) Perception, (3) Knowledge, (4) Beliefs and Attitudes (Kotler and Keller, 2016).

Consumer psychology is certainly closely related to the determinants of consumers in buying a product. The results of the study support that psychological factors influence the purchasing decisions of (Suprayitno *et al.,* 2015); (Istan, 2016) showed that psychological factors also influence purchasing decisions.

H₄: Psychological factors influence the decision to choose Starbucks.

METHODOLOGY

In this study, researchers used descriptive research methods. This study aims to obtain an explanation of the factors that influence consumers to buy Starbucks products. In this study, the measurement used a Likert scale as a tool to measure the influence of

independent variables on the dependent variable. This type of research is associative or relationship research that aims to find out the relationship between two or more variables. Relationship research has the highest level compared to descriptive and comparative research. With this research, a theory can be built that can function to explain, predict, and control a symptom. The sources of data from this study are primary data and secondary data.

The population is a generalization area consisting of objects or subjects that have certain qualities and characteristics set by researchers to be studied and then the conclusion is drawn. The population in this study was Starbucks consumers at Cambridge City Square, Merdeka Walk, and Sun Plaza outlets who made purchases in March 2018. The population calculation in this study based on the number of transactions from these three stores in March 2018 totaled 26,440 transactions, as for the total sample in the study amounted to 395 respondents. The sampling technique used is using accidental sampling technique.

The definition of variables which are dimensions and indicators of research that is used and have passed the validity and reliability tests can be shown in Table 2 below:

Table 2. Definition of Operational Variables, Dimensions, Indicators,
Corrected Item-Total Correlation, and Cronbach's Alpha

Variables	Definition	Dimension	Indicator	Corrected Item-Total Correlation	Cronbach's Alpha
Cultural Factor (X_1)	Culture is a basic determinant of one's willingness and behavior of work	1. Cultural	• Hang out habits. • Drinking coffee has become a culture.	0,476 0,478	0,837
		2. Sub-Culture	• Drinks and food at Starbucks Halal. • Close to the area of residence.	0,802 0,556	
		3. Social Class	• Prestige • Suitable for income • Established work life • Determine Social Class	0,455 0,565 0,610 0,305	
Social Factor (X_2)	Social is a relatively homogeneo	1. Group	• Influence of the closest person or colleague	0,419	0,859

Variables	Definition	Dimension	Indicator	Corrected Item-Total Correlation	Cronbach's Alpha
	us and permanent division of society that are hierarchically arranged and whose members adhere to similar values, interests, and behaviors.	2. Family 3. Roles and Status	• Following Organizational Group • Inspired by the group like. • Recommendation from Parents or Siblings • Recommendation from Spouse or Children • Following Roles and Status that Possessed	0,379 0,443 0,489 0,437 0,417	
Personal Factor (X_3)	Personal is a personal characteristic that influences purchasing decisions, including age and stages in the life cycle, work and economic conditions, personality and self-concept, and lifestyle and values.	1. Age and Life Cycle Stage 2. Jobs and Economic Condition 3. Personality and Self-Concept 4. Lifestyle and Value	• Following the age of consumers • Profession and type of jobs • Economic Condition • Following the personality and self-concept of consumers. • Reflect on the Lifestyle	0,403 0,548 0,753 0,802 0,714	0,857
Psychological Factors (X_4)	Psychology is a factor that originates in a person's individual	1. Motivation 2. Perception	• Motivated by delicious, clean, and luxurious. • Perception of Logo • Perception of a	0,675 0,517 0,474	0,846

Variables	Definition	Dimension	Indicator	Corrected Item-Total Correlation	Cronbach's Alpha
	and a person's psychological elements are further influenced by four important psychological factors: motivation, perception, knowledge, and beliefs and attitudes.	3. Knowledge 4. Belief and Attitude	comfortable place. • Experience from friends through discussion. • Believe that hanging out at Starbucks can make you feel calm and comfortable. • The attitude to decide on Starbucks is due to information from the mass media.	0,656 0,606 0,684	
The decision to Choose Starbucks (Y)	Consumer purchasing decisions are the choice of one action from two or more choices.	1. Pre-purchase 2. Purchase 3. Post-purchase	• Search of Information • Cost • Location search • Product search • Transaction • Consumption and substitute • Communication	0,542 0,696 0,351 0,492 0,626 0,329 0,603	0,902

Source: (Kotler and Keller, 2016 ; Data Processed, 2018)

THE RESULTS OF STATISTICAL TEST

The result of multiple regression test aims to determine the relationship between variables in the study.

Structural Equations

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DECISION=5.17+0.11*CULTURAL+0048*SOCIAL+0.12*PERSONAL+0.66*PSYCHLGC, Errorvar.=6.03,
R²= 0.67
         (1.36)   (0.027)      (0.023)       (0.054)       (0.038)        (0.43)
          3.80     3.89         2.11          2.26          17.44          13.96
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Based on the result of the analysis above, the multiple linear regression equation is:

$$Y = 5,17 + 0,11\ X_1 + 0,048\ X_2 + 0,12\ X_3 + 0,66\ X_4$$

The multiple regression equation in the study is shown:
(1) Coefficient of X_1 (b_1) = 0.11.
Influential cultural variables on consumer decisions choose Starbucks with a regression coefficient of 0.11. This means that every culture increases by 1 unit, then the consumer decision to choose Starbucks will increase by 0.11, assuming that other variables do not exist. Culture has a positive coefficient that proves its contribution to the consumer's decision to choose Starbucks. This showed that culture has a partial effect on consumer decisions in choosing Starbucks.

(2) Coefficient X_2 (b_2) = 0.048.
Social variables influence the consumer decision to choose Starbucks with a regression coefficient of 0.048. This means that every social increase occurs in 1 unit, so the consumer decision to choose Starbucks will increase by 0.048, assuming that other variables do not exist. Social has a positive coefficient that proves its contribution to the consumer's decision to choose Starbucks. This showed that social has a partial influence on consumer decisions to choose Starbucks.

(3) Coefficient X_3 (b_3) = 0.12.
Personal variables influence the consumer's decision to choose Starbucks with a regression coefficient of 0.12. This means that every personal increase of 1 unit, then the consumer decision to choose Starbucks will increase by 0.12, assuming that other variables do not exist. Personal has a positive coefficient that proves its contribution to the consumer's decision to choose Starbucks. This shows that the personal influence partially on consumer decisions in choosing Starbucks.

(4) coefficient X_4 (b_4) = 0.66.
Psychological variables affect the decision of consumers to choose Starbucks with a regression coefficient of 0.66. And this means that every psychological increase of 1 unit, then the consumer decision to choose Starbucks will increase by 0.66, assuming that other variables do not exist. Psychology has a positive coefficient that proves its contribution to the consumer's decision to choose Starbucks. This shows that psychology partially influences the decision of consumers to choose Starbucks.

Partial Test
The partial test result can be shown in the following figure

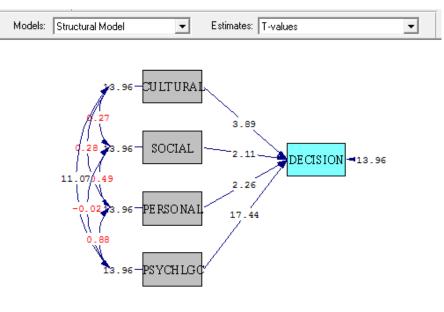**Figure 1.** Partial Test Results Using Lisrel

(Source: Data processed, 2018)

Cultural variables have a positive and significant effect on the decision to choose, this is shown from the value of t-count for the cultural variable (X_1) is 3.89 > t-table 1.966.Then this result can be stated H_o rejected and H_1 accepted, or culture has a partial effect on consumer decisions to choose Starbucks.

Social variables have a positive and significant effect on the decision to choose, this can be seen from the value of t-count for social variables (X_2) is 2.11 > t-table 1.966.Then this result can be declared H_o rejected and H_2 accepted, or social influence partially on the decision of consumers to choose Starbucks.

Personal variables have a positive and significant effect on the decision to choose, this can be shown from the value of t-count for the personal variable (X_3) is 2.26 > t-table 1.966.Then this result can be stated H_o rejected and H_3 accepted, or social influence partially on the decision of consumers to choose Starbucks.

Psychological variables have a positive and significant effect on the decision to choose, this can be shown from the value of t-count for psychological variables (X_4) is 17.44 > t-table 1.966.Then this result can be stated H_o rejected and H_4 accepted, or psychological influence partially on the decision of consumers to choose Starbucks.

Partially psychological variables are more influential and more dominant than cultural, social, and personal variables. That is, psychological variables are more influential in determining consumer decisions in choosing Starbucks.

Determination Coefficient Test

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Structural Equations

DECISION = 5.17  + 0.11*CULTURAL + 0048*SOCIAL + 0.12*PERSONAL + 0.66*PSYCHLGC,
Errorvar.= 6.03, R² = 0.67
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Based on the test result above, it showed that R Square is 0.67 means that the relationship between culture, social, personal, and psychological to the decision to choose is 67% and the remaining 33% is influenced by other factors such as price, brand image, product quality, promotion, and other independent variables.

DISCUSSION

The Influence of Culture on Decisions in Choosing Starbucks. Based on the results of the research on the first hypothesis, that cultural variables influence the decision to choose Starbucks. The theory of (Kotler and Keller, 2016) stated that to strengthen the results of research that one that influences consumer behavior in buying is culture.

The result of the study is in line with the research conducted by (Hong, 2015); (Chepkangor *et al.,* 2015); (Khaniwale, 2015); (Seyidov and Adomaitiene, 2016); (Abdolmaleki *et al.,*2016); (Akpan, 2016); (Syafirah *et al.,*2017); (Yolanda *et al.,* 2017); (Yu, 2017); (Kire and Rajkumar, 2017); (Swarna and Banana, 2018) support the first hypothesis that cultural factors influence purchasing decisions.

Similarly, research conducted by (Kamase, 2017) stated that cultural factors influence the decision to buy a Toyota Avanza car in Makassar. While the research of (Mahdjour and Benhabib, 2017) revealed that cultural factors from the religious side had a negative effect on the habits of consumers choosing insurance services in Algeria.

The items that need to be considered to be improved are consuming Starbucks products because of prestige. This is shown that so far consumers who buy Starbucks products are not due to prestige, but many tangible factors are considered by consumers in buying Starbucks such as product quality (especially coffee), comfortable atmosphere, and good service, as well as real factors seen and felt. While the indicator that must be maintained is that the habit of hanging out at Starbucks is addictive, so many people now spend their time hanging out with coffee. Drinking coffee has become a daily consumer culture; this can be an opportunity for Starbucks Coffee Indonesia to always provide the best quality coffee so that it is always a consumer choice for coffee.

Consumers consume food and drinks at Starbucks due to halal consumption. This is the most important thing in the food and beverage business in Indonesia because in Indonesia the majority are Muslim, so halal certification is a must thing, thus it becomes an opportunity for Starbucks to expand market share. Consuming Starbucks products because they are easily obtained in the area where consumers live, so consumers are easy and close to buying Starbucks products. And this is in line with the easy reach of

Starbucks with 11 outlets in the city of Medan. For this reason, Starbucks should develop outlets to make it easier for consumers to buy Starbucks.

Hang out at Starbucks because it suits consumers' income. This showed that consumers have chosen Starbucks products because they are in line with consumer income. This can be shown from the characteristics of respondents based on income; there is the highest with income less than Rp.1 million with a percentage of 32.91% of the total respondents. For this reason, Starbucks must always pay attention to the prices of food and beverages to match the average income of consumers.

The work of making consumers accustomed to hanging out at Starbucks can be seen from the characteristics of respondents based on work indicating that entrepreneurs numbered 112 people with a percentage of 28.30% so that many consumers hang out at Starbucks because they meet clients, and talk about work problems. Consumers are oriented that hanging out at Starbucks determines social classes so that many consumers hang out at Starbucks while choosing Starbucks coffee shops because to improve their social class in the surrounding environment.

Social Influence on Decisions in Choosing Starbucks. Based on the result of the research on the second hypothesis, that social variables influence the decision to choose Starbucks. Theory from(Kotler and Keller, 2016) reinforced that the result of research that one that influences consumer behavior in buying is social factors such as reference groups, families, and the role and social status of consumers. Results from (Hong, 2015); (Chepkangor *et al.,* 2015); (Suprayitno *et al.,*2 015); (Khaniwale, 2015); (Seyidov and Adomaitiene, 2016); (Abdolmaleki *et al.,*2016); (Yolanda *et al.,* 2017); (Yu, 2017); (Siregar *et al.,* 2017); (Shabrin *et al.,* 2017); (Swarna and Banana, 2018); (Utarsih, 2018) supported the second hypothesis that social factors influence purchasing decisions. The same is the case with research from (Chew *et al.,* 2016), which stated that social influences play an important role in the decision-making process for purchasing sports equipment. According to (Akar *et al.,* 2015), social influences derived from one's activities have a strong influence on online purchasing decisions on Facebook. As well asthe research from(Kamase, 2017), indicated that social factors influence the decision to buy a Toyota Avanza car in Makassar. Whereas, the study of (Mahdjour and Benhabib, 2017) found that social factors through the reference side of friends or relatives did not significantly influence the habits of consumers choosing insurance services in Algeria.

The items that need to be considered inimprovingof choosing Starbucks products because of recommendations from parents or siblings which is shown that consumers choose Starbucks products, not because of recommendations from parents or siblings, so Starbucks must make a variety of food menus for families, which can make parents comfortable hanging out at Starbucks and recommending to others.

Meanwhile, the indicators that must be maintained are, choosing Starbucks products because of the influence of the closest person. This showed that consumers choosing Starbucks products because of the influence of the closest person. Therefore, Starbucks

must make a good image, and good service, so that consumers can recommend to the closes people to hang out at Starbucks.

Choosing Starbucks products are because they follow people who are in the organization group. By showing that consumers choose Starbucks products they follow people who are in their organizational groups. Therefore, Starbucks must make good service and a comfortable place, so consumers always recommend to their organization groups.

Choosing Starbucks products is inspired by the group ones like. This showed that consumers choose Starbucks products because they are inspired by groups that consumers like. Therefore, Starbucks must continue to provide the best service, so that consumers are loyal to Starbucks and can inspire many people.

Choose Starbucks products because of recommendations from spouses and children. This showed that consumers choose Starbucks because of recommendations from spouses and children. Therefore, Starbucks must continue to create a comfortable and suitable atmosphere for hanging out with couples and children.

Choose Starbucks products because they are following their roles and status. This shows consumers choose Starbucks products because they are following the role and status of the consumer. The role and status of the consumer are certainly very influential in the chosen hangout. This can be seen from the characteristics of respondents who hang out at Starbucks mostly are entrepreneurs who have roles and social status that is seen, of course, the roles and status they have can influence consumers in choosing a hangout.

Personal Influence on the Decision to Choose Starbucks. Based on the results of research on the third hypothesis, that personal variables influence the decision to choose Starbucks. The theory of (Kotler and Keller, 2016) reinforced the result of research that one that influences consumer behavior in buying is personal factors including age and life cycle stages, work and personality economic conditions and self-concept, as well as lifestyle and values. Research results from (Hong, 2015); (Khaniwale, 2015); (Seyidov and Adomaitiene, 2016); (Destian, 2017); (Yolanda *et al.,* 2017); (Orji *et al.,* 2017); (Yu, 2017); (Chukwu and Igani, 2017); (Pemani *et al.,* 2017); (Swarna and Banana, 2018) stated to support the third hypothesis that personal factors influence purchasing decisions. Similar to (Dobre*et al.,* 2015), mentioned that a person's personality is a priority in shopping at online stores. Meanwhile, (Khuong and Duyen, 2016) mentioned that one's personality has an important influence in choosing the use of skincare cosmetics. In moderation, personal factors consisting of gender, age, education and income influence the decision to buy the community in Poland and the United Kingdom (Wojciechowska, 2017). Precisely large personalities influence the behavior of buying SMEs' in Zimbabwe (Karedza *et al.,* 2017).

The items that need to be considered to be improved are, consuming Starbucks products due to the age of consumers. This showed that consumers consume Starbucks products not based on age. Judging from the characteristics of respondents based on age, there are differences that are not far enough, age under 20 years is 119 people with a

percentage of 30.13%, age 20-25 years amounting to 125 people with a percentage of 31.64%, and age above 25 years amounting to 151 people with a percentage of 38.23%. Based on age level, consumers with age above 25 years are at most among the age below, this means drinks, dessert, and the atmosphere offered by Starbucks is a favorite and choice of age over 25 years. Therefore, Starbucks must continue to create an atmosphere that is comfortable and suitable for all ages to feel comfortable drinking and eating at Starbucks and making a variety of drinks and food menus that are suitable for the tastes of some ages.

While the indicators that must be maintained are, the profession or the type of work influencing to buy Starbucks products. Based on the characteristics of the respondents based on work; students 113 people with a percentage of 28.61%, civil servants / State-owned enterprises 74 people with a percentage of 18.73%, entrepreneurs 112 people with a percentage of 28.36%, and private employees totaling 96 people with 24.30% percentage. This showed that the profession or type of work affects consumers to buy Starbucks products. In this case, the type of work that is most often hanging out at Starbucks is students and entrepreneurs who have a small percentage difference, because both types of work have more free time to hang out and discuss business and work. Therefore, Starbucks must keep making and improving the comfortable atmosphere and delicious coffee taste so that various types of professions and jobs still choose Starbucks for a place to talk about business and work.

The condition of the consumer economy is a measure to buy Starbucks is shown that the economic situation is very influential as a measure to buy Starbucks. Consumers buy Starbucks depending on their economic conditions are good or not. Therefore, in determining prices, Starbucks must pay attention to the average income received by consumers. In this case, based on the characteristics of the respondents, the average income owned by consumers is less than one million Rupiah.

Consuming Starbucks products is due to reflecting the lifestyle of consumers. This showed that consumers consume Starbucks products because they reflect a lifestyle. In the present era, hanging out in the coffee shop is a matter of reflecting the lifestyle of the consumer, even though the income from the consumer is not too in line with the selling price of Starbucks products. Therefore, Starbucks must maintain the public's view that hanging out at Starbucks can reflect an up to date lifestyle.

Consuming Starbucks products according to the personality and self-concept of consumers are shown that consumers consume Starbucks products because they fit the personality and self-concept of consumers. Therefore, Starbucks must continue to pay attention to consumer personality behavior from year to year to suit the personality and self-concept of consumers.

Psychological Influence on Decisions in Choosing Starbucks. Based on the results of research on the fourth hypothesis, that psychological variables influence the decision to choose Starbucks. The theory of (Kotler and Keller, 2016) reinforced the result of research that one that influences consumer behavior in buying is psychological factors. The

research result from (Hong, 2015); (Khaniwale, 2015); (Seyidov and Adomaitiene, 2016); (Destian, 2017); (Yolanda *et al.,* 2017); (Yu, 2017); (Swarna and Banana, 2018) supported the fourth hypothesis that psychological factors influence purchasing decisions. Similar to research from (Kamase, 2017) stated that psychological factors have a significant effect on the decision to buy a Toyota Avanza car in Makassar. Psychological variables, although significantly important, but these variables cannot be binding and cannot directly define consumer behavior (Lichev, 2017). Psychological factors influence consumer buying behavior in products SMEs in Zimbabwe (Karedza *et al.,* 2017).

The items that need to be considered to be improvedare the attitude to decide to choose Starbucks due to information from the mass media. Therefore, Starbucks must expand information about promotions, new products, through mass media. Meanwhile, indicators that need to be maintained are motivated to consume Starbucks products because they are tasty, clean, and seem luxurious. This showed that consumers are motivated to consume Starbucks products because they are tasty, clean, and seem luxurious. Therefore, Starbucks must maintain and improve Starbucks products more deliciously, cleanly and more luxuriously impressed so that consumers are more motivated to hang out at Starbucks.

Consuming Starbucks products because of the perception of logos with striking colors that are easy to remember. This showed that consumers consume Starbucks products because of the interesting perception of logos with striking colors and easy to remember. For this reason, Starbucks must maintain the logo and not change, because consumers have remembered in the mind of the Starbucks logo a striking green color with a picture of twin-tailed mermaids from Greek mythology.

Consuming Starbucks products because of the perception of a comfortable place and promotion from Starbucks are shown that so far consumers have chosen Starbucks products because of the perception of a comfortable place and promotions from Starbucks. Therefore, Starbucks must maintain and increase the sense of comfort at Starbucks outlets and more promotions.

In choosing Starbucks products because of the experience of consumer friends through chat is shown that consumers choose Starbucks products because of the experience of friends through chat, the biggest influence from mouth to mouth. For this reason, Starbucks must always pay attention and provide the best service for consumers so that consumers are satisfied and share good experiences with Starbucks with the closest people.

Believe that hanging out at Starbucks can make you feel calm and comfortable are shown that consumers believe that hanging out at Starbucks can create a sense of calm and comfort. For this reason, Starbucks must continue to strive to further enhance its sense of calm and comfort with music.

Cultural, Social, Personal, and Psychological Influences on Decisions in Choosing Starbucks. Based on the results of research on the fifth hypothesis, that cultural, social, personal, and psychological variables influence the decision to choose Starbucks.

According to the theory of (Kotler and Keller, 2016) whichreinforced the result of research that one that influences consumer behavior in buying is the cultural, social, personal and psychological factors of consumers. The results of the study from (Suprayitno *et al.,* 2015); (Khaniwale, 2015); (Seyidov and Adomaitiene, 2016) who supported the fifth hypothesis that cultural, social, personal and psychological factors influence purchasing decisions.

The items that need to be maintained and improved are, seeking information on Starbucks products through the surrounding environment and social media. This shows that consumers seek information on Starbucks products through the surrounding environment and social media. For this reason, Starbucks must maintain and enhance information from social media, especially promotions on social media Instagram.

In choosing Starbucks products because of the money to buy showed that consumers choose Starbucks products because there is money to buy. Money is the most important in buying a product.

Choosing Starbucks products because the location is easy to reach and strategic showed that consumers choose Starbucks products because the location is easy to reach and strategic. In this case, in line with Starbucks outlets, 12 outlets located in the city center are easily accessible and strategic locations. Therefore, Starbucks continues to innovate and develop or add Starbucks outlets according to existing market share.

Looking for Starbucks products because of the advantages in the form of promos obtained showed that consumers are looking for Starbucks products because of the advantages in the form of promos obtained. Starbucks promotions are increasingly being carried out by Starbucks. Starbucks promotions in the form of Tumbler's day promos, Monday madness, Treat a friend, Thank God, Good Friday (TGIF). Consumers decided to choose Starbucks products showed that consumers decided to choose Starbucks products. Therefore, Starbucks must maintain and increase Starbucks's superiority so that consumers still decide to choose Starbucks products.

Consumers will not switch to another coffee shop when a Starbucks outlet is full. For this reason, Starbucks must value consumer loyalty to Starbucks by providing good service and expanding outlets by adding chairs and tables. Consumers feel satisfied with the product Starbucks will recommend to others. Consumer satisfaction is very important in a coffee shop business. For this reason, Starbucks must always provide up-to-date innovations, good service, comfort and calm, and good and good quality coffee.

CONCLUSION

Based on the result of data analysis, it can be concluded that cultural variables, social variables, personal variables, and psychological variables influence the decision to choose Starbucks either partially or simultaneously.

Limitation of Research and Suggestions. This research has followed the scientific rules, it is well aware that it still has limitations, among others, the factors used to influence the

decision to choose using only four factors, namely cultural, social, personal and psychological factors, while there are still many other factors that influence the decision to choose a consumer. Therefore it is highly recommended for future researchers to be able to add other variables related to the decision to choose a consumer so that they will get a better picture of the factors that influence the decision to choose.

The use of questionnaires in collecting data also has disadvantages because sometimes the sample answers do not show the real situation. It is also recommended for future researchers to be able to choose better indicators and make in a list of questions that are easy to understand. A small sample is also a weakness because the next researcher is expected to increase the number of samples used so that the results obtained can be close to the actual conditions. Moreover, it is highly recommended to other research that can be done on other types of companies.

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