



THE INFLUENCE OF TRENDS, LIFESTYLE, CONSUMERISM ON COFFEE PURCHASING DECISIONS IN MEDAN CITY (ISLAMIC ECONOMIC PERSPECTIVE)

Miftah Rizki Addin Harahap¹, Muhammad Habibi Siregar², Rahmi Syahriza³

^{1,2,3}Universitas Islam Negeri Sumatera Utara, Indonesia

Article Info

Keywords:

Influence of Trends, Lifestyle, Consumerism, Coffee Purchase Decisions, Medan City, Sharia Economy

ABSTRACT

This study aims to analyze the influence of trends, lifestyles, and community consumerism on coffee production in Medan City and examine the urgency of halal certification in this context. Using a quantitative approach with phenomenological properties, this study involves collecting data through questionnaires distributed to consumers and coffee business actors in Medan City. The analysis was carried out to determine the relationship between variables using descriptive and inferential statistical methods. The results of this study show that trends, lifestyle, and consumerism significantly affect coffee purchase decisions in Medan City. Trends contributed 13.47%, lifestyle 9.49%, and consumerism 7.89%, with a total simultaneous contribution of 18.1%. Coffee consumption now reflects social identity, self-existence, and visual cultural pressures, not just functional needs. In the review of sharia economics, this pattern shows a tendency of excessive consumption (israf) and symbolism that is contrary to the principles of halal-hayyib, tawazun (balance), and wasathiyah (moderation). Therefore, consumption needs to be directed towards spiritual awareness, blessings, and ethical values.

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Corresponding Author:

Miftah Rizki Addin Harahap
Universitas Islam Negeri Sumatera Utara, Indonesia
Email: miftahrhrp12@gmail.com

1. INTRODUCTION

Trends are formed through a combination of consumer needs, technological innovation, and changing social values, which collectively shape collective tastes and preferences, as explained by Solomon et al. (2019). From this perspective, trends can be micro if they occur only briefly and are limited to a specific group, or macro if they are long-lasting and have a broad impact. According to Rogers (2003), trends emerge when an innovation spreads widely, from an initial audience to become a generally accepted norm. This demonstrates that trends are structured sociological processes, not random events, in which certain symbols, lifestyles, and practices are reinforced by the media, communities, and popular culture. For example, the trend for sustainable living reflects a new awareness of environmental issues, not simply a fleeting consumption trend.

In line with the dynamics of trends that reflect the spirit of the times, lifestyle also serves as a concrete manifestation of how individuals or groups respond to these changes in their daily lives. Lifestyle reflects patterns of habits, preferences, and activities that reflect values, attitudes, and perspectives on life. Kotler & Keller (2016) view lifestyle as a person's way of living, reflected through activities, interests, and opinions.

This definition goes beyond mere consumption and can also encompass social identity markers that distinguish one person from another.

Philosophically, lifestyle reflects human existence, addressing questions about the meaning of life and freedom of choice. Sartre (2003) emphasized that humans are fully responsible for their choices, and every lifestyle is an existential project to create meaning (Dalimunthe et al., 2024). This means that lifestyle is not simply a matter of appearance or aesthetics, but also a reflective ethical action toward the world. Through lifestyle choices, individuals assert their autonomy, respond to evolving values, and formulate an authentic self-identity within the ever-changing world.

Goodwin et al. (2008) describe consumerism as an ideology that places consumption at the center of economic and social life. In this society, needs are no longer based on basic functions but are instead driven by emotional and symbolic drives. As Baudrillard (1998) explains, in a consumerist society, goods not only have use value but also sign value—symbols of status and social identity. Consumption has shifted to become a platform for constructing social meaning. For example, branded clothing is purchased not for its quality, but rather for the image of prestige attached to it.

Examining the various literature above, it can be concluded that trends, lifestyle, and consumerism have a strong influence on shaping people's value orientations, choices of action, and decisions in social spaces. All three are interconnected within a cultural ecosystem that shapes perceptions of identity, status, and the meaning of life. Trends become drivers of change, lifestyle becomes a medium of expression, while consumerism becomes the dominant logic guiding choices. This phenomenon aligns with field findings that underscore the popularity of coffee in the modern era, where coffee is no longer positioned as a beverage but as a social symbol. Pendergrast (2010) points to coffee's role as a symbol of modernity and urban culture, as evidenced by the presence of Starbucks and Nescafé, positioning coffee as part of a global lifestyle. This is also confirmed by Weinberg & Bealer (2001), who explain that coffee has played a significant role as a social symbol since its inception.

Today, coffee is not only enjoyed as a beverage, but also as a lifestyle symbol and a space for social interaction across generations. This is reflected in the growth of the coffee industry, which has formed a hierarchical structure—from *angkringan* (traditional food stalls) representing local culture, to independent coffee shops targeting middle-class consumers, to global chains like Starbucks. According to Topik (2000), this transformation demonstrates that coffee has evolved from a mere economic commodity into a cultural artifact reflecting social dynamics, class, and the globalization of consumption. Examining the popularity of coffee in the modern era, we can see how social shifts have transformed coffee from being enjoyed only by religious and military circles (Weinberg & Bealer, 2001; Pendergrast, 2010), to now a symbol of modernity and part of urban identity. Coffee culture has now become a lifestyle that permeates various social strata, from simple *angkringan* (traditional food stalls) to coffee shop-based workspaces to premium cafes in city centers.

Interestingly, many consumers start drinking coffee not because they like the taste or need caffeine, but because of social pressures and trends that dominate their social circles. Phenomena such as "can't live without coffee" (Anwari, 2018) reflect emotional relationships shaped by market narratives and popular culture. Purchasing decisions are often influenced by brand image, shop interior design, or visual experiences to be shared on social media (Gustina, 2024).

Several previous studies have examined coffee consumer behavior from various perspectives, such as Maciejewski & Mokrysz (2019), who demonstrated that current coffee consumer behavior is influenced by trends such as sustainability, health and nutrition, multisensory experiences, convenience, digitalization, and individualization. Samoggia & Riedel (2018) revealed that coffee consumption behavior is closely related to personal preferences, economic attributes, product attributes, consumption context, and sociodemographic factors. Meanwhile, Affandi et al. (2022) found that taste is the only factor influencing the intensity of contemporary coffee consumption. Purnomo et al. (2021) highlighted that the development of global chains like Starbucks has had a significant impact on local coffee culture in Indonesia. Limón-Rivera et al. (2017) showed that lifestyle and public perception are key factors in shaping coffee consumption habits. Fadillah & Alfi (2021) found that lifestyle and product attributes significantly influence brand image in the eyes of consumers. Gunawan (2021) emphasized that coffee is no longer seen as a purely functional necessity but has become a symbol of a new lifestyle. Mario (2024) added that coffee shops have evolved into public spaces that reflect the broader social and cultural identities of urban communities.

The urgency of this research lies in its deeper analysis. Most previous studies tend to only map the relationship between independent and dependent variables, without evaluating consumption decisions that prioritize aesthetics over functionality. This research seeks to go further by asking critical questions: is such consumption patterns worthy of normalization, and what social impacts they might have. Starting from this perspective, the Islamic economic approach is used as an evaluative basis, to examine the ethical and social

boundaries of coffee consumption behavior, while simultaneously filling analytical gaps that have not been touched by previous research.

2. RESEARCH METHOD

This research uses a quantitative approach to objectively and measurably understand the phenomenon of coffee consumption in Medan City. The primary focus of the study is the analysis of three main variables trends, lifestyle, and consumer behavior—that are believed to influence coffee consumption patterns. By collecting data using standardized instruments and processing it statistically, this study seeks to uncover the extent to which these factors drive the growing public interest in coffee consumption, particularly in the context of a constantly evolving urban culture. This research is not limited to mere statistics but also presents a sharia economic perspective as an evaluative framework to assess the extent to which coffee consumption behavior aligns with Islamic ethical and social values, such as justice, simplicity, and social responsibility.

The quantitative framework used draws on the thinking of Creswell (2013) and Sugiyono (2018), who emphasize the importance of quantitative data collection to gain a deeper understanding of complex and dynamic social realities. This research was conducted in several coffee shops in Medan City. Because the total number could not be accurately identified due to the lack of official data and the researcher's limited reach, 10 locations were selected as representative data. This selection was based on the view of Miles & Huberman (1994), who stated that sample selection can be conducted purposively, considering the depth of information, contextual relevance, and ease of access. Given that the total number of coffee shops could not be definitively identified due to the lack of official data and the researcher's limited reach, the researcher referred to the concept of non-probability sampling, specifically purposive sampling, which states that subjects are deliberately selected based on certain characteristics relevant to the research objectives (Sugiyono, 2017). Using this approach, the researcher selected coffee shops that were active, busy, and representative of coffee culture in Medan City. Therefore, the population in this study was not calculated as a whole, but rather limited to units deemed capable of representing the phenomenon under study.

The sample in this study was selected purposively based on a quantitative approach that emphasizes selecting respondents according to certain criteria (Sugiyono, 2019). These criteria included coffee shops with high activity levels, strategic locations in urban areas of Medan City, and customers from various ages and social backgrounds. Based on initial observations and field information, 10 coffee shops were selected as data collection locations. Each location contributed 10 active respondents deemed knowledgeable about coffee consumption behavior, resulting in a total of 100 respondents. This approach allowed for systematic and measurable measurement of consumption patterns. The total number of questions used in the pilot questionnaire was 11. This number resulted from the breakdown of each variable, which consisted of several indicators and structured questions. This detail was crucial in the research instrument planning stage, as it determined the burden on respondents to answer and the completeness of the data collected. The pilot testing of these 11 items aimed to evaluate the clarity, consistency, and relevance of the questions, ensuring that the instrument used in the main study had sufficient validity and reliability for further analysis.

3. RESULTS AND ANALYSIS

The results of this study indicate that trends influence coffee purchasing decisions in Medan by 13.47%. This figure is obtained from the partial R^2 calculation using the Beta² formula, which is $0.367^2 = 0.1347$. The partial t-test showed that the calculated t-value of 3.906 was significantly greater than the t-table value of 1.660 at a 5% significance level. The significance value was also very small, below 0.001, indicating that trends significantly influence coffee purchasing decisions.

Although the influence of trends is not entirely dominant as other factors still play a role (86.53%)—these findings demonstrate that trends remain a powerful social force. In modern society, buying coffee is no longer simply a matter of taste or necessity, but also a lifestyle, a status symbol, and a desire to keep up with the times. Trends make coffee more than just a beverage; it becomes part of one's identity and a way of expressing themselves, both in the real world and on social media.

A person's decision to buy coffee is not solely based on taste or physical need, but is also driven by social and symbolic expectations that develop in their environment. According to Kotler & Armstrong (2012), the purchasing process begins with the awareness of a gap between their current situation and their desired ideal. This gap is triggered by many factors, such as the desire to appear modern, follow a lifestyle, or pressure from their social environment. In this case, coffee trends are not just about the beverage, but also part of an effort to conform to prevailing social standards.

Schiffman & Kanuk (2010) add that before deciding to buy, consumers typically seek information first—whether from advertisements, friends, social media, or personal experience. In modern coffee culture,

social media and coffee-loving communities play a crucial role in shaping these perceptions. When someone sees a friend showing off photos at a coffee shop or trying a new menu item, they are compelled to join in to avoid feeling left behind. In other words, coffee purchasing decisions today are more influenced by the need to be accepted, recognized, and seen as aligned with current social trends (Harianto et al., 2023).

The results of this study indicate that lifestyle variables significantly influence coffee purchasing decisions in Medan City, contributing 9.49%. This value is obtained from the partial R^2 calculation using the Beta² formula, which is $0.308^2 = 0.0949$. This means that lifestyle contributes almost ten percent to explaining the variation in consumer coffee purchasing decisions, indicating that lifestyle plays a significant role, although it is not the sole factor influencing these decisions.

The partial t-test results yielded a calculated t-value of 3.203, which is greater than the t-table value of 1.660 at the 5% significance level ($\alpha = 0.05$). Furthermore, the significance value obtained was 0.002, well below the 0.05 threshold. This proves that the influence of lifestyle on purchasing decisions is statistically significant. In other words, the more a person's lifestyle reflects modern, active, and trendy values, the greater their tendency to purchase contemporary coffee.

The results of this study demonstrate that lifestyle significantly influences coffee purchasing decisions in Medan. This finding aligns with Kotler & Armstrong's (2012) view that purchasing decisions are not solely the result of a logical process but are also determined by emotional and social dimensions. When someone feels a gap between their current situation and the ideal image they desire such as wanting to appear more modern, productive, or connected consumption of contemporary coffee becomes one way to bridge this gap. The growing coffee culture among urban communities also gives a cup of coffee symbolic meaning, making it more than just a beverage, but part of a desired lifestyle.

Purchasing situations involving the cafe atmosphere, the presence of friends, and the urge to share moments on social media contribute to this decision. Modern lifestyles, dynamic and open to trends, make consumers more easily influenced by the visuals, packaging, and symbolic value attached to products. In this context, coffee becomes a representation of identity, not just a necessity. It is therefore not surprising that lifestyle contributes nearly 10% to purchasing decisions, as indicated by the partial R^2 figure in this study.

The findings of this study also align with the view of Schiffman & Kanuk (2010), who stated that consumers tend to seek and compare information from various sources before deciding to purchase. In the context of coffee consumption, this process can begin with simple things like seeing friends' posts on social media, reading online reviews, or hearing firsthand accounts of coffee experiences at a particular location. This information then shapes perceptions and beliefs that influence purchasing decisions. Even without realizing it, a person's choice to buy coffee is often influenced by the desire to try the same things as those around them.

Social media has become a crucial catalyst in this process, where photos of attractively displayed coffee, aesthetically pleasing cafe ambiances, or viral new drink trends can create the perception that buying coffee isn't just about taste, but also about experience and self-image. Consumers become highly responsive to circulating visual and social information, then adjust their choices to align with the identity or lifestyle they desire to project. In situations like this, purchasing decisions are no longer solely individual processes, but rather social acts shaped by external influences and the desire for symbolic recognition.

This discussion becomes even stronger when linked to the perspective of Kotler & Keller (2016), who assert that consumer purchasing motivation is no longer limited to fulfilling functional needs but also rooted in psychological and social drives. In the case of coffee, consumers aren't just seeking taste or physical benefits like relieving drowsiness, but also want to showcase their lifestyle, existence, and tastes to those around them. Drinking coffee at a trendy cafe or trying a viral menu item becomes part of how someone constructs their self-image as a modern, up-to-date, and "trend-aware" individual.

The results of this study indicate that consumerism contributes 7.89% to coffee purchasing decisions in Medan City, as determined by calculating the partial coefficient of determination (R^2) using the Beta² formula, which is $0.281^2 = 0.0789$. This means that consumerism, as a lifestyle that emphasizes symbols and consumption satisfaction, can explain almost 8% of the variation in coffee purchasing decisions. This indicates that the higher a person's level of consumerism, the greater their tendency to purchase coffee not only out of necessity but also for symbolic and lifestyle factors.

Furthermore, the influence of consumerism on purchasing decisions was also proven statistically significant. This is evident from the results of the partial t-test, where the calculated t-value of 2.895 is higher than the t-table of 1.660 at the 5% significance level ($\alpha = 0.05$). The obtained significance value of 0.005 is also well below the 0.05 threshold. Thus, it can be concluded that consumerism has a significant influence

on coffee purchasing decisions, partially indicating that modern consumer culture plays a significant role in shaping the preferences and behavior of coffee consumers in Medan.

The results of this study reinforce the argument that consumerism has become an integral part of the lifestyle of urban communities, including in Medan. In this context, coffee purchases are no longer motivated solely by physiological needs, but also by the emotional and symbolic aspects inherent in the product. As noted by Kotler & Armstrong (2012), consumers are often compelled to purchase items to fill the gap between what they own and their desired self-image. Coffee, in this case, becomes a means of affirming social identity, strengthening relationships, or simply demonstrating particular tastes and class through social media platforms.

Furthermore, Schiffman & Kanuk (2010) explain that purchasing decisions are not spontaneous, but rather involve a series of complex internal and external processes. Consumers tend to seek information from their surroundings, including digital trends, testimonials, and lifestyle symbols. Therefore, even if two coffee products are of equal quality, consumers may prefer the more popular brand or the one consumed by a particular public figure. Coffee consumption behavior in the era of consumerism reflects more than just a need for a drink, but also self-expression in a meaningful social space.

Coffee purchases in the modern era are no longer simply about taste or price; they are closely related to how one wants to be perceived by others. Kotler & Keller (2016) state that lifestyle is a primary driver of consumption behavior, where purchasing decisions are influenced by the desire to project a certain self-image. It is therefore not surprising that coffee packaged under a well-known brand or sold in an aesthetically pleasing cafe is more appealing to consumers, despite its higher price.

In terms of consumer preferences, this study aligns with Kotler & Keller's (2016) view that purchasing decisions reflect values and aspirations shaped by social constructs. Engel et al. (1995) also assert that culture influences product perceptions—and in an increasingly individualistic society, coffee choices become a symbol of unique identity. Consumption becomes a narrative about who we are, not just what we need.

This study confirms that consumerism has a real and significant influence on coffee purchasing decisions in Medan. Contributing 7.89% to the variance in purchasing decisions, consumerism cannot be viewed as merely a lifestyle but has become a crucial foundation in shaping consumer behavior. Coffee purchasing decisions are no longer driven by physiological needs such as thirst or energy, but rather by psychological and social urges to project image, status, and affiliation with certain trends. This phenomenon reflects how modern consumer culture has reshaped the way people make choices in their daily lives.

This influence is further strengthened when consumerism is internalized as part of self-identity. Products like coffee become a means of demonstrating personal taste, social preferences, and even economic class. Psychologically, consumerism creates pressure to constantly conform to ever-changing social standards, often leading to anxiety and feelings of inadequacy. In a social context, a culture of conspicuous consumption encourages individuals to continually purchase not for the sake of necessity, but for external validation. As a result, consumption behavior becomes more symbolic than functional, and coffee becomes an icon of how society wants to be perceived.

Trends, lifestyle, and consumerism have been shown to significantly influence coffee purchasing decisions in Medan. Simultaneously, these three variables explain 18.1% of the variation in purchasing decisions, as indicated by a coefficient of determination (R^2) of 0.181. This means that the remaining 81.9% is influenced by factors outside this model, such as product quality, price, service, or other personal factors. Of these, trends contribute the most, at 13.47%, indicating that the drive to keep up with the times significantly influences consumption behavior. Trends act as a social force that shapes perceptions and norms, particularly through social media, influencers, and digital communities (Rogers, 2003; Kotler & Armstrong, 2012). Drives such as FOMO (fear of missing out) and the search for collective identity also strengthen trends' position as drivers of contemporary coffee purchases (Fromm, 1976; Baudrillard, 1998; Durkheim, 1982).

Lifestyle contributed 9.49% of the influence, indicating that coffee purchasing decisions are also driven by self-expression and the product's fit with the consumer's identity. In a digitally active urban culture, coffee has become a symbol of modernity, creativity, and membership in a particular community. Lifestyle reflects activities, interests, and values that influence consumer preferences (Solomon et al., 2019). Consumers no longer purchase solely out of necessity, but rather to create a self-image that aligns with desired social values (Kotler & Keller, 2016; Maslow, 1980). Information gathered from social media, online reviews, and the surrounding environment further reinforces this perception (Schiffman & Kanuk, 2010).

Consumerism, with a contribution of 7.89%, indicates that coffee consumption has shifted from a functional need to a symbolic act. Consumers purchase coffee not just to drink, but as a representation of status, taste, and social affiliation. In modern society, consumption decisions are influenced by brand image, packaging, and the place of purchase, which provide added symbolic value (Baudrillard, 1998; Marx, 1978). The phenomena of commodity fetishism and conspicuous consumption (Veblen, 1899) highlight how

coffee is used to project prestige and identity. Consumerism also creates psychological pressure to appear relevant in the digital social space (Goodwin et al., 2008; Fromm, 1976), making coffee a tool for image-making in the consumer culture of urban Medan.

Therefore, this study demonstrates that coffee purchasing decisions by people in Medan are no longer solely based on functional needs such as taste or price, but are instead influenced by social, psychological, and symbolic factors. Trends, lifestyles, and consumerism shape consumer perceptions and preferences, making coffee part of their identity, social existence, and a symbol of connectedness in urban culture. Thus, coffee consumption behavior has transformed into a complex social phenomenon, where purchasing decisions also reflect values, status, and the self-image they seek to project.

This research demonstrates that coffee purchasing decisions by people in Medan are no longer solely based on functional needs such as taste or price, but are instead influenced by social, psychological, and symbolic factors. Trends, lifestyles, and consumerism shape consumer perceptions and preferences, making coffee a part of identity, social existence, and a symbol of urban cultural connectedness. Thus, coffee consumption behavior has transformed into a complex social phenomenon, where purchasing decisions also reflect values, status, and the self-image they desire to project.

4. CONCLUSION

Trends have a significant influence on coffee purchasing decisions in Medan City by 13.47%, based on partial R^2 calculations and a significant t-test ($t = 3.906$; $p < 0.001$). Trends are not only a lifestyle marker, but also a symbol of identity, social existence, and self-actualization. Contemporary coffee consumption is influenced by emotional drives such as wanting to be accepted or fear of being left behind, and not solely by taste or functional needs. Lifestyle has a significant influence on coffee purchasing decisions in Medan City with a contribution of 9.49% ($\text{Beta}^2 = 0.308^2$). The t-test shows a calculated t value of $3.203 > t$ table 1.660 at $\alpha = 0.05$ with a significance of 0.002, indicating a statistically strong relationship. Lifestyle reflects consumers' values, interests, and self-expression in choosing products, including coffee. Consumerism has a significant influence on coffee purchasing decisions in Medan City, with a contribution of 7.89% ($\text{Beta}^2 = 0.281^2$). The t-test shows a calculated t-value of $2.895 > t$ -table 1.660 and a significance of $0.005 < 0.05$, confirming a strong statistical relationship. Consumerism positions coffee as a symbol of status, lifestyle, and expression of social identity, not just a physiological need. Coffee purchasing decisions in Medan City have shifted from functional needs to social, psychological, and symbolic actions, which are significantly influenced by trends, lifestyle, and consumerism. These three variables simultaneously explain 18.1% of the variation in purchasing decisions, with trends as the dominant factor. Coffee consumption is no longer just about fulfilling taste needs, but has become a means of image building, social identity, and urban cultural connectedness.

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