Does Perceived Value Moderate the Influence of Brand Image and Hedonic Lifestyle on Purchasing Decisions? Case: Starbucks Brand Coffee Consumer

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Article Info	ABSTRACT
	This study aimed to analyze the effect of brand image and hedonic lifestyle on purchasing decisions with perceived value as a moderating variable for Starbucks coffee consumers in Bogor City. The population of this study was all Starbucks Coffee consumers living in Bogor City, while the research sample was part of the population, which was collected using the convenience sampling method. Data was collected by distributing questionnaires online via the Google form to the respondents who were selected as samples. The dependent variable in this study is a purchasing decision, while the independent variables are brand image and hedonic lifestyle. The perceived value variable was chosen to be a variable that is thought to be able to moderate the effect of brand image and hedonic lifestyle on purchasing decisions. Moderated Regression Analysis method, with the help of SPSS 22 software. Using 127 respondents, the results of this study indicate that brand image and hedonic lifestyle partially have a positive and significant effect on purchasing decisions. The results with MRA show that the perceived value variable can moderate the effect of brand image and hedonic lifestyle on purchasing decisions of Starbucks Coffee brand coffee. The results of the F test simultaneously show that brand image and hedonic lifestyle have a positive and significant effect on purchasing decisions for Starbucks brand coffee. *This is an open access article under the <u>CC BY-SA</u> license.*

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INTRODUCTION

Based on data from the Central Statistics Agency (BPS) in 2021, Indonesia is included as the third largest coffee-producing country in the world with an annual production of 774.60 tons of coffee or 11.95 million bags shipped from 1.3 million hectares of land. When viewed from such a large total production figure, it can be used as a profitable business opportunity for Guina businesses (2020). Therefore, the coffee shop business opportunity or coffee shop is one of the promising opportunities in the current era. With the rise of the "coffee" trend, the name Starbucks is no stranger to the public. With this coffee-drinking trend, people have the desire to follow a sense of pleasure and make these

activities one of the hedonic lifestyles, then with the brand image embedded in the Starbucks brand allows people to get an exclusive feeling when consuming Starbucks products.

In Indonesia, the three best coffee shops can provide superior performance, namely Starbucks, The Coffee Bean & Tea Leaf, and Excelso Coffee. Judging from the Top Brand Index Indonesia data listed in Table 1 in the Coffee Café Category, the top three best coffee shops in Indonesia are Starbucks, The Coffee Bean &; Tea Leaf, and Excelso Coffee (Top Brand Award 2023).
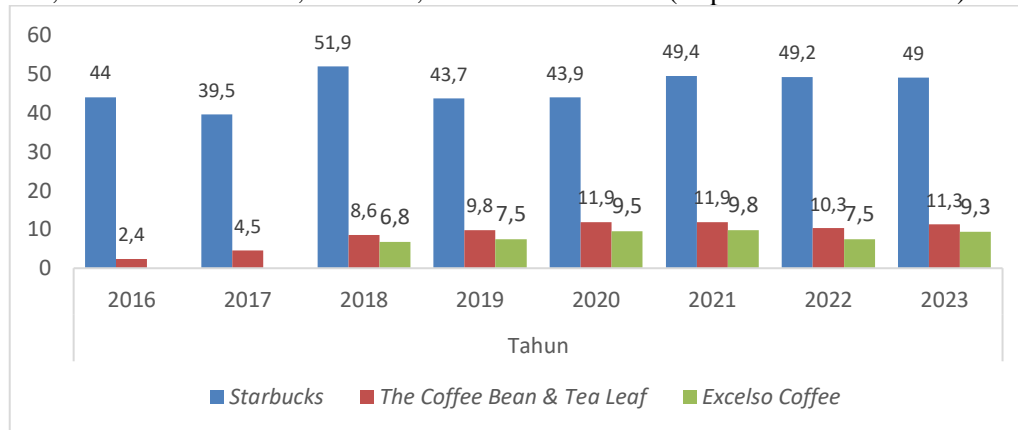

Figure 1. Top Brand Index Indonesia Coffee Café Category 2016- 2023

Starbucks' success in occupying the first position as the best coffee shop also had some problems. In 2016-2017 there was a decrease in turnover due to the issue of boycotting Starbucks due to supporting the LGBT movement (Arbiyan, 2019). However, despite experiencing several obstacles that have an impact on decreasing the number of buyers and product sales, Starbucks continues to strive to improve the brand image of the products it offers. In the last three years, sales turnover has also decreased, allegedly due to the Covid-19 pandemic which limits people's activities outside the home.

The rise of coffee shops that have sprung up in Bogor City is currently causing quite fierce competition in the coffee shop business. Data reported by open data, the Tourism and Culture Office recorded the number of restaurants and cafes, namely, there are 694 cafes in Bogor City recorded in 2021 and this number will continue to increase every year. Apart from being a place to gather with friends, a lifestyle that increasingly follows the trend in the present, makes business people motivated to create a coffee shop with a concept that is starting to follow the times, in terms of place, the uniqueness of drinks, and food that has become a contemporary model in Bogor City. Table 1 shows Starbucks outlets in Bogor City and competing coffee outlets located around Starbucks outlets. Starbucks coffee shop branding that gives the impression of luxury requires Starbucks to be able to provide much better service than other competing coffee shops.

Table 1. Starbucks coffee café and competing coffee shops in Bogor City

No	Starbucks Outlets in Bogor City	No	Competitor Coffee Shop
1	*Starbucks Coffee* Teras Yasmin	1	Ngopi Doloe
2	*Starbucks* Reserve Bogor	2	Popolo *Coffee*
3	*Starbucks Coffee* Sudirman	3	Ranin *Coffee House*
4	*Starbucks Coffee* Botani Square	4	J.CO *Donuts & Coffee*
5	*Starbucks Coffee* Pahlawan	5	*The Coffee Bean & Tea Leaf*
6	*Starbucks Coffee* Lippo Plaza	6	Kopi Tiam
7	*Starbucks Coffee* Dramaga	7	KFC *Coffee*
8	*Starbucks Coffee* Bogor Rest Area	8	*Excelso Coffee*

As a coffee café that is portrayed as a premium brand, maintaining competitiveness must always be a concern for Starbucks coffee café management. Identification of factors that influence people to buy premium brand coffee is important to do. Brand image and hedonic lifestyle are

interesting to examine further related to their influence on Starbucks brand coffee purchasing decisions.

Based on the explanation above, the urgency of this study is that consumers can make purchasing decisions that are by the right considerations, and in line with the perceived value of the product. This study aims to test and analyze the influence of brand image and hedonic lifestyle on Starbucks brand coffee purchasing decisions and test and analyze the ability of perceived value to moderate the influence of brand image and hedonic lifestyle on Starbucks brand coffee purchasing decisions. The results of this study are expected to help companies take strategies that can influence consumers in making purchasing decisions by increasing the value of their products. At the research level, the results of this research are also expected to enrich the research repertoire in the field of marketing, especially the marketing of premium products.

THEORETICAL FOUNDATIONS AND HYPOTHESIS DEVELOPMENT

A. Purchasing Decision

Consumer decisions in choosing and buying a product or service (Samad, et al., 2018). There are 5 dimensions used, namely: purpose, processing, steadiness, willingness to recommend, and making repeat purchases. Purchasing decisions also describe a process in which consumers recognize the problem, find information about certain products or brands, and evaluate how well each alternative can solve the problem, which then leads to a purchase decision (Tjiptono, 2018). Kotler and Armstrong (2018) state that purchasing decisions by consumers are influenced by internal factors such as motivation, learning attitudes, and personality as well as self-concept and external factors such as culture and subcultures, social classes, social groups, and reference groups and families. Meanwhile, Tambunan (2020) stated that purchasing decisions are influenced by marketing aspects.

B. Brand Image

According to Kotler (2018), brand image is closely related to thoughts and beliefs about tendencies with a brand. Brand image refers to the perception that consumers have of a brand related to consumer experience and knowledge. Therefore, the brand image acts as an image of loneliness that separates views related to a product from other products that make people interested and remember the brand. Yuliyzar and Hakim (2020) stated that there are three components of a brand image consisting of corporate image, user image, and product image. Brand image is the basis for a consumer in determining purchasing decisions and the basis for the company to formulate marketing strategies and determine target market segments. Research from Dewantara (2021) and Prasetyo and Suseno (2020) shows that brand image has a significant effect on purchasing decisions. Looking at the relationship between brand image and purchasing decisions, the hypotheses built in this study are as follows:

H1: Brand image has a significant influence on purchasing decisions

C. Hedonic Lifestyle

The definition of hedonism is living deliciously and wasting money without caring about the consequences that will be obtained next, Bernatta (2019). The hedonic lifestyle also describes the attitude of someone who prefers to spend time doing activities outside the home, likes to spend money to buy things that are not basic needs, and is the center of attention (Jennyya, 2021). There are six characteristics of a hedonic lifestyle, namely, liking everything instant regardless of process, physical modernity becomes very important, all desires that arise are fulfilled without careful consideration, the standard of pleasure possessed is above average, tends to be unable to face any problems, difficulties, and pressures that arise, and has financial management that is not well conditioned Torrington, et al. (2020). Research from Parameswari, et al. (2023), Dewantara (2021), and Prasetyo and Suseno (2020) show the influence of a hedonic lifestyle on purchasing decisions. Looking at the relationship between hedonic lifestyles and purchasing decisions, the hypotheses built in this study are as follows:

H2: A hedonic lifestyle has a significant influence on purchasing decisions

D. Perceived Value

Perceived value is the value felt by consumers on products that have been used, and this is an important concept that companies need to know because consumers tend to maximize the value they get from the products they use with cost constraints, limited knowledge, mobility, and income (Zeithaml 2020). Consumer assessment of the benefits of the product as a whole is based on an assessment of the benefits obtained and costs incurred (Hellier, 2018). 4 dimensions describe perceived value, namely emotional value, social value, quality, and value of money. Perceived value is a comprehensive evaluation felt by consumers on the consumption of a product, in which there is also an assessment of brand image, benefits, quality, and appropriate prices to make purchasing decisions that can influence consumer behavior toward the product to be purchased. By looking at the role of perceived value on consumer behavior in buying a product, the hypothesis built in this study is as follows:

H3: perceived value moderates the influence of brand image on purchasing decisions
H4: perceived value moderates the influence of hedonic lifestyles on purchasing decisions

E. Research frame of mind

Starbucks brand coffee is premium coffee sold at Starbucks coffee cafes at prices that are of premium service quality for the café coffee class. The positioning illustrates that customers and consumers who come to the café have special backgrounds and considerations in making buying decisions. Brand image and hedonic lifestyle are thought to be factors behind customers buying Starbucks brand coffee. The better the Starbucks brand image, the chances of consumers buying Starbucks brand coffee will increase. A higher level of hedonistic lifestyle will also increase the chances of consumers buying Starbucks brand coffee. The better the value perceived by consumers when buying and consuming Starbucks brand coffee, the greater the influence of brand image and hedonic lifestyle on Starbucks brand coffee purchasing decisions. The relationship between brand image, hedonic lifestyle, perceived value, and Starbucks brand coffee purchase decisions can be seen in the following figure:
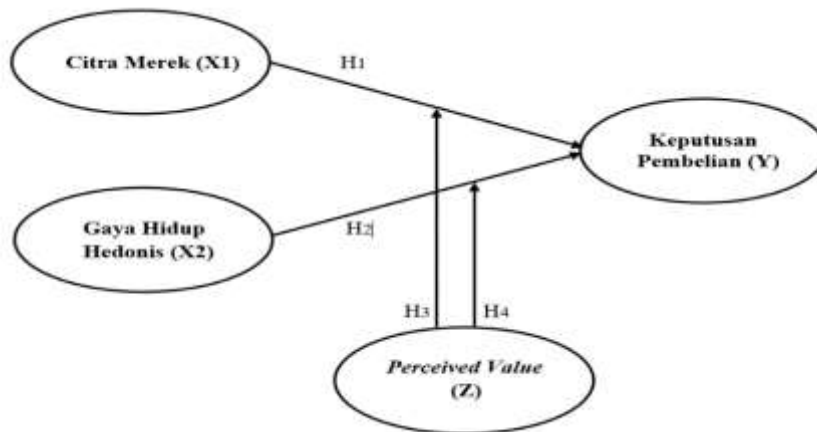

Figure 2. Research Framework of Mind

RESEARCH METHOD

This research is causal associative research with a quantitative approach. Sugiyono (2019) stated that causal associative research is research that analyzes causal relationships between two or more variables. The dependent variable in this study is purchasing decision, the independent variable is brand image and hedonic lifestyle while the moderation variable is perceived value.

The population in this study is all Starbucks Coffee consumers in Bogor City. With a total population of 127 people, the non-probability sampling technique chosen is purposive sampling, which is a sampling method if all members of the population are used as samples. According to Sugiyono (2019), the sampling technique is based on chance, that is, anyone who happens to meet the researcher can be used as a sample.

The data used in this study are primary. Primary data is data obtained directly from research subjects using measurement tools or data collection tools directly on subjects as a source of information for the data sought by Sugiyono (2019). Primary data in this study were obtained through answers from questionnaires distributed to respondents. The respondents of this study were all Starbucks Coffee consumers in Bogor City. The research instrument used was in the form of a questionnaire. The questionnaire contains a list of statements regarding the independent variable (brand image and hedonic lifestyle), the dependent variable (purchase decision), and the moderation variable (perceived value). The score for each answer from the respondent's statement uses an interval scale (Likert).

The analytical methods used to answer the research objectives are multiple linear regression methods and Moderating Regression Analysis. Multiple linear regression analysis is used to measure the effect between more than one independent variable on the dependent variable (, while Manuaba & Muliartha 2019) MRA is used to test the ability of a variable to moderate the influence of the independent variable on the dependent variable. According to Sugiyono (2019), moderation variables are variables that affect (strengthen and weaken) the relationship between independent and dependent variables. The stages of analysis in multiple linear regression in this study are the classical assumption violation test, the coefficient of determination, the F-test t-test, and the moderation regression analysis.

RESULTS

1. Characteristics Respondent

This study was conducted on 127 respondents who were customers who had bought and consumed Starbucks brand coffee more than 1 time. The majority of respondents were in the age range of 16 to 45 years (94.5%), and 61.4% were male respondents. The majority of respondents were self-employed, students, and public/private employees (88.7) and only 11.3% were housewives. And the majority of respondents (76.8%) earn above Rp 2,500,000.

2. Instrument Quality Test

Validity tests and reliability tests are carried out to guarantee that the instruments used in this study are of high quality. The results of the validity and reliability test of the research instrument can be seen in Table 1-5 below.

Validity Test Results

The results of validity tests on decision-making instruments are presented in Table 2. By using df as much as 120 and α = 0.05 obtained t table of 0.177, so that the r-count value of all statements is greater than the r-table value, thus the decision-making variable instrument in this study is valid.

Table 2. Results of validity tests on purchasing decision variables

Research variables	Items	*Corrected Item-Total Correlation*	r table	Information
	P1	0.471	0.177	Valid
	P2	0.465	0.177	Valid
	P3	0.528	0.177	Valid
Purchasing Decision	P4	0.383	0.177	Valid
	P5	0.404	0.177	Valid
	P6	0.341	0.177	Valid
	P7	0.226	0.177	Valid

The results of validity tests on brand image instruments are presented in Table 3. By using df as much as 120 and α = 0.05 obtained t table of 0.177, so that the r-value of the entire statement is greater than the r-value of the table, thus the brand image variable instrument in this study is valid.

Table 3. Brand Image Variable Validity Test Results

Research variables	Item	*Corrected Item-Total Correlation*	r table	Information
	P1	0.243	0.177	Valid
	P2	0.598	0.177	Valid
	P3	0.313	0.177	Valid
Brand Image	P4	0.201	0.177	Valid
	P5	0.687	0.177	Valid
	P6	0.433	0.177	Valid
	P7	0.409	0.177	Valid

The results of validity tests on hedonic lifestyle instruments are presented in Table 4. By using df as much as 120 and α = 0.05 obtained t table of 0.177, so that the r-count value of all statements is greater than the r-table value, thus the hedonic lifestyle variable instrument in this study is valid.

Table 4. Hedonic Lifestyle Variable Validity Test Results

Research variables	Item	*Corrected Item-Total Correlation*	r table	Information
	P1	0.560	0.177	Valid
	P2	0.479	0.177	Valid
	P3	0.354	0.177	Valid
Hedonic Lifestyle	P4	0.652	0.177	Valid
	P5	0.284	0.177	Valid
	P6	0.319	0.177	Valid
	P7	0.391	0.177	Valid

The results of the validity test on the perceived value variable instrument are presented in Table 5. By using df as much as 122 and α = 0.05 obtained t table of 0.176, so that the r-value of the entire statement is greater than the r-value of the table, thus the perceived value lifestyle variable instrument in this study is valid.

Table 5. Perceived Value Variable Validity Test

Research variables	Item	*Corrected Item-Total Correlation*	r table	Information
	P1	0.722	0.176	Valid
	P2	0.556	0.176	Valid
Perceived Value	P3	0.482	0.176	Valid
	P4	0.368	0.176	Valid
	P5	0.323	0.176	Valid

Reliability Test Results

According to Sugiyono (2019), reliability tests were carried out to determine the level of data consistency. Data reliability is known by looking at Cronbach's alpha coefficient, where the instrument is considered reliable if it has Cronbach's alpha coefficient > 0.6 (Ghozali, 2018). The reliability test results can be seen in Table 6.

Table 6. Reliability Test Results

No	Variable	Cronsbach's Alpha Value	Information
1	Brand Image	0.849	Reliable
2	Hedonic Lifestyle	0.824	Reliable
3	Purchasing Decision	0.946	Reliable
4	Perceived Value	0.862	Reliable

3. Classical Assumption Test

Normality Test

A normality test is performed to find out whether the confounding variables in the regression model have a normal distribution (Ghozali 2018). This study used a normality test with the Kolmogorov-Smirnov test provided that the data were normally distributed if the significance > 0.05 and the data were not normally distributed if the significance < 0.05. The normality test results can be seen in Table 7.

Table 7. Normality Test Results

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		127
Normal Parametersa, b	Mean	0E-7
	Std. Deviation	2.66909593
Most Extreme Differences	Absolute	.055
	Positive	.037
	Negative	-.055
Kolmogorov-Smirnov Z		.616
Asymp. Sig. (2-tailed)		.843

a. Test distribution is Normal.

b. Calculated from data.

The normality test results showed Asymp. Sig. (2-tailed) of $0.843 > 0.05$. This means that the data in this study is normally distributed

Multicollinearity Test

The multicollinearity test was conducted to test whether the regression model found a correlation between independent variables (Ghozali, 2018). The presence or absence of multicollinearity is detected by looking at the value of the variance inflation factor (VIF). A regression model that is free of multicollinearity has a VIF value of < 10. The results of the multicollinearity test can be seen in Table 8.

Table 8. Multicollinearity Test Results

	Collinearity Statistics	
	Tolerance	BRIGHT
Brand Image	.994	1.006
Hedonic Lifestyle	.994	1.006

The results of the multicollinearity test show that the brand image variable has a VIF value of $1,006 < 10$, and the hedonic lifestyle variable has a VIF value of $1,006 < 10$. So it can be concluded that there are no symptoms of multicollinearity in the regression model for the two independent variables

Heteroscedasticity Test

The heteroscedasticity test is carried out to determine whether, in a regression model, there is an inequality of variance from the residual of one observation to another observation (Ghozali, 2018). Test heteroscedasticity by looking at residual graphs. If the graph shows a certain pattern, heteroscedasticity is suspected, and vice versa The results of the heteroscedasticity test can be seen in Figure 3.
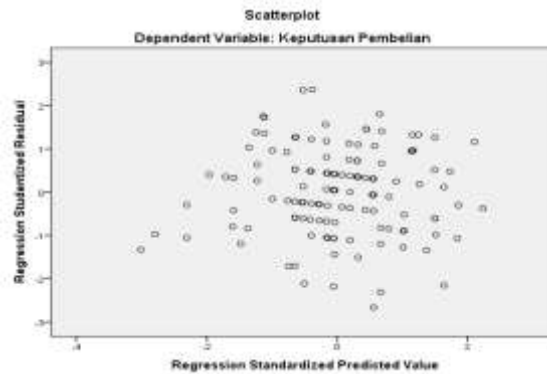

Figure 3. Heteroscedasticity Test Results

From the figure above, it can be seen that the dots spread randomly both below and above the number 0 on the Y-axis. So it can be concluded that there are no symptoms of heteroscedasticity in the regression model and the model is feasible to use in this study.

Uji Autokorelasi

Autocorrelation tests are used to detect whether there is a correlation between confounding errors in period t with confounding errors in previous periods in the regression model built (Ghozali, 2018). The autocorrelation test is carried out by comparing the Durbin Watson (DW) value with the Durbin Watson (DW) value in the table. The results of the autocorrelation test can be seen in Table 9 below.

Table 9. Autocorrelation Test Results

Model Summaryb

Model	R	R Square	Adjusted R Square	Durbin-Watson
1	.856a	.724	.712	2.173

a. Predictors: (Constant), Hedonic Lifestyle, Brand Image

b. Dependent Variable: Purchase Decision

Based on the results above, Durbin Watson's value obtained is 2,173. The next step is to look at the Durbin-Watson table with a sample or n 127 and the number of independent variables or k 2. In Durbin Watson's table, it is known that the value of dL = 1.678 and the value of dU is 1.742. Then 4 – dL = 2.322 and 4 – dU = 2.258 and 4 – d = 1.827. The result dU < dw < 4 – dU or 1,742 < 2,173 < 2,258 which means that no positive or negative autocorrelation symptoms were found.

4. Multiple Linear Regression Analysis

Multiple linear regression analysis in this study was used to analyze the influence of brand image and hedonic lifestyle on Starbucks brand coffee purchasing decisions. Multiple linear regression test results as stated in Table 10.

Table 10. Multiple Linear Regression Analysis Results

Coefficientsa

	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Say.
(Constant)	17.420	1.539		11.319	.000
Brand Image	.175	.045	.322	3.889	.000
Hedonic Lifestyle	.114	.043	.221	2.652	.004

a.Dependent Variable: Purchasing Decision

Table 10 shows a constant value of 17.420. This shows that if the variables of brand image and hedonic lifestyle are constant, then the average value of purchasing decisions is 17,420. The regression coefficient value for the brand image is 0.175 with a siginization level of 0.000. This shows that brand image variables have a positive and significant effect on purchasing decisions. The regression coefficient value for a hedonic lifestyle is 0.114 with a siginization level of 0.000. This shows that hedonic lifestyle variables have a positive and significant effect on purchasing decisions. The influence of brand image and hedonic lifestyle can be seen in the significant value of each variable. By comparing the significance value in the variables of brand image and hedonic lifestyle with an α of 0.05, it can be concluded that partially brand image and hedonic lifestyle have a significant effect on purchasing decisions.

5. Moderated Regression Analysis (MRA)

Regression analysis with moderation variables in this study was used to analyze the moderating ability of perceived value on the influence of brand image and hedonic lifestyle on Starbucks' brand coffee purchasing decisions. The results of regression tests with moderation variables can be seen in Table 11.

Table 11. Results of Regression Analysis Moderation

Coefficientsa

	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Say.
(Constant)	15.033	2.361		6.368	.000
Brand Image (X1)	.659	.110	.608	5.991	.001
X1*Z	.854	.241	.740	3.543	.004
Hedonic Lifestyle (X2)	.221	.092	.192	2.403	.003
X2*Z	.553	.170	.596	3.253	.002

a.Dependent Variable: Purchasing Decision

Analysis of the influence of brand image variables and hedonic lifestyle on Starbucks brand coffee purchasing decisions and analysis of the ability of perceived value variables to moderate the influence of brand image variables and hedonic lifestyle on Starbucks brand coffee purchasing decisions were carried out after partial testing.

Coefficient of Determination (R2)

The coefficient of determination indicates the fineness of a model, whose value is between 0 to 1 (Ghozali, 2018). A value of one indicates that all independent variables provide almost all the information needed to predict the variation of the dependent variable, and vice versa. The coefficient of determination produced in this study can be seen in Table 12.

Table 12. Results of the Coefficient of Determination (R2)

Model Summaryb

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.856a	.724	.712	1.864

a.Predictors: (Constant), Hedonic Lifestyle, Brand Image

Table 12 shows an R2 value of 0.724. It can be said that about 72.4% of the variation in purchasing decisions in this study data can be explained by linear regression models built, that is, by hedonic brand image and lifestyle variables. While the remaining 27.6% was influenced by other variables that were not included in this research model.

F Test (Simultaneous)

The F test was conducted to test the effect of the independent variable simultaneously on the dependent variable (Ghozali, 2018). If the F value is calculated > F table or the significance value is < 0.05 then the free variable simultaneously has a significant effect on the dependent variable and if the F value is calculated < F table, or the significance value is > 0.05, then the free variable simultaneously has no significant effect on the dependent variable. The results of the F test can be seen in Table 13.

Table 13. F Test Results

ANOVA

Model		Sum of Squares	df	Mean Square	F	Say.
1	Regression	2164.521	4	541.131	136.650	.000b
	Residual	483.174	122	3.960		
	Total	2647.695	126			

a. Dependent Variable: Purchase Decision
b. Predictors: (Constant), Hedonic Lifestyle, Brand Image, Brand Image*Perceived Value, Hedonic Lifestyle*Perceived Value

Based on the table above, it shows that the calculated F value is 136.650 and the significance level is 0.000 < 0.05. Thus, it can be concluded that Perceived Value moderates the influence of brand image and hedonic lifestyle simultaneously has a significant effect on purchasing decisions.

Test t

The t-test was conducted to test the effect of the independent variable partially on the dependent variable (Ghozali, 2018). The test criteria used are, if the significance value < 0.05 then the null hypothesis is rejected, and if the significance value > 0.05 then the null hypothesis is accepted. A summary of the t-test results can be seen in Table 14.

Table 14. Summary of t-Test Results

Free variables	Coefficient	Significance Value	Information
Brand Image	0.659	.001	Ho was rejected
Citra Merek*Perceived Value	0.854	.004	Ho was rejected
Hedonic Lifestyle	0.221	.003	Ho was rejected
Hedonis Lifestyle *perceived Value	0.553	.002	Ho was rejected

Based on the results of statistical tests, it can be conveyed that the influence of brand image on purchasing decisions has a significance level of $0.001 < 0.05$ so it can be interpreted that brand image has a significant influence on purchasing decisions. The influence of a hedonic lifestyle on purchasing decisions has a significance level of $0.003 < 0.05$ so it can be interpreted that brand image has a significant influence on purchasing decisions. The ability of perceived value to moderate brand image variables obtained a significance value of $0.004 < 0.05$ so it can be interpreted that perceived value can significantly moderate brand image on purchasing decisions. The ability of perceived value in moderating hedonic lifestyle variables obtained a significance value of $0.002 < 0.05$ so it can be interpreted that perceived value can significantly moderate brand image on purchasing decisions.

DISCUSSION
1. The Influence of Brand Image on Purchasing Decisions.
   The results showed that brand image proved to have a significant influence on purchasing decisions. That is, if the brand image is getting better, the purchase decision will also increase. The results of this study are consistent with the results of research conducted by Hurdawaty and Madaniyah (2020) showing that there is a positive influence and significant results between brand image on purchasing decisions. However, this result is not in line with the results of research from Utari (2019) where brand image does not have a significant effect on purchase decisions.

2. The Influence of Hedonic Lifestyle on Purchasing Decisions.
   The results showed that a hedonic lifestyle proved to have a significant influence on purchasing decisions. That is, if the hedonic lifestyle is higher, purchasing decisions will also increase. The results of this study are consistent with the results of research conducted by Vivian (2020) showing that there is a positive influence and significant results between hedonic lifestyles on purchasing decisions. However, this result is not in line with the results of research from Pramudi (2018) where a hedonic lifestyle does not have a significant effect on purchase decisions.

3. Perceived Value moderates the Influence of Brand Image on Purchasing Decisions
   The results of this study show that perceived value is proven to be able to moderate (strengthen) the influence of brand image on purchasing decisions. This means that the influence of brand image on purchasing decisions will be stronger if Starbucks management can increase the values perceived by Starbucks consumers when they consume Starbucks brand coffee. The results of this study are consistent with the results of research conducted by Qiao (2021) showing that perceived value can moderate the influence of brand image on purchasing decisions. However, this result is not in line with the results of research from Smith (2022) where perceived value is unable to moderate the influence of brand image on purchasing decisions.

4. Perceived Value Moderates the Influence of Hedonic Lifestyles on Purchasing Decisions.
   The results of this study show that perceived value is proven to be able to moderate (strengthen) the influence of hedonic lifestyles on purchasing decisions. This means that the influence of hedonic lifestyles on purchasing decisions will be even stronger if Starbucks management can increase the values perceived by Starbucks consumers when they consume Starbucks brand coffee. The results of this study are consistent with the results of research conducted by Nitasari (2021) showing that perceived value can moderate the influence of hedonic lifestyles on purchasing decisions. However, this result is not in line with the results of research from Prasetyo (2021) where perceived value is unable to moderate the influence of hedonic lifestyles on purchasing decisions.

CONCLUSION

This study aims to examine and analyze the influence of brand image and hedonic lifestyle on Starbucks' brand coffee purchasing decisions and the ability of perceived value to moderate the influence of brand image and hedonic lifestyle on Starbucks' brand coffee purchasing decisions. From the results of the study, it can be concluded that partially or simultaneously, brand image and hedonic lifestyle have a significant influence on Starbucks brand coffee purchasing decisions. Perceived value is significantly able to moderate the influence of brand image and hedonic lifestyle on Starbucks' brand coffee purchasing decisions.

Suggestion

The results showed that brand image had the greatest influence on purchasing decisions. Starbucks Coffee management needs to maintain and improve Starbucks' brand image in the eyes of the public by creating positive impressions of customers related to Starbucks Coffee's brand management fund. The results also showed that perceived value was able to moderate the influence of brand image and hedonic lifestyle on Starbucks brand coffee purchasing decisions. So management needs to increase the value felt by consumers regarding the brand image, such as improving the quality of coffee taste, and in terms of comfort of the place and still maintaining the quality of service and positioning as coffee with premium brands and services. Innovation of products, services, and marketing needs to be done periodically by the development of trends and lifestyles of the community, especially coffee connoisseurs and lovers.

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