

The Impact of Mobile Starbucks Expansion and Consumer Perceived Value on Consumer Preferences for Local Cafes in Bangkinang City through Local Cafe Image as an Intervening Variable

Rahmad Akbar^{1,*}, Dzulhijjah Yetti², Harmi Yelmi³, Hayatul Khairul Rahmat⁴, Nurkholis⁵, Andri Nofiar. Am⁶, M. Alkadri Perdana⁷, Bustami⁸, Larbiel Hadi⁹

¹⁻⁴ International Business Administration, Politeknik Kampar

⁵ Logistics Engineering Technology, Politeknik Kampar

^{6,8,9} Business Digital, Politeknik Negeri Bengkalis

⁷ International Business Administration, Politeknik Negeri Bengkalis

Email: rahmadakbar1995@gmail.com

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ABSTRACT

The expansion of global coffee brands into regional markets, including the presence of Mobile Starbucks (Starling) in Bangkinang City, has intensified competition with local cafes. This study examines the effects of Mobile Starbucks expansion and perceived consumer value on local cafe preference, with local cafe image serving as a mediating variable. A quantitative survey approach was employed. Data were collected from 96 consumers of local cafes in Bangkinang City using structured questionnaires. Multiple linear regression and mediation analysis were conducted using SPSS. The results indicate that Mobile Starbucks expansion has a negative and significant effect on local cafe image, while perceived consumer value has a positive and significant effect on local cafe image. Furthermore, Mobile Starbucks expansion, perceived consumer value, and local cafe image significantly influence local cafe preference. Mediation analysis reveals that local cafe image partially mediates the relationship between Mobile Starbucks expansion, perceived consumer value, and local cafe preference. These findings highlight the strategic role of local cafe image in sustaining consumer preference amid global brand expansion. Strengthening brand image and enhancing perceived value are essential strategies for maintaining the competitiveness of local cafes.

Keywords: Global Cafe Expansion, Perceived Value, Local Cafe Image, Consumer Preference, Mediation Effect, Business Competition.

1. Introduction

Indonesia's coffee industry has experienced rapid growth in recent years, driven by changing lifestyles, urbanization, and the increasing social orientation of younger consumers toward cafe culture. Coffee consumption is no longer merely associated with functional needs but has evolved into a symbol of social identity, lifestyle expression, and experiential consumption. The emergence of modern cafes across metropolitan and secondary cities in Indonesia reflects this transformation and intensifies competition within the food and beverage sector. In this increasingly dynamic market environment, business competitiveness is no longer determined solely by product quality and pricing strategies but also by experiential value, emotional attachment, accessibility, and consumer perception toward brands and service environments (Amadea, 2025).

Simultaneously, the coffee business landscape has undergone significant innovation

through the emergence of mobile coffee business models, commonly known as mobile coffee or Starbucks Keliling (Starling). This business model utilizes mobile operational systems that offer flexibility, lower operational costs, affordability, and faster service accessibility compared with conventional cafes. Previous studies indicate that mobile coffee businesses have successfully attracted modern consumers due to their convenience, mobility, and practical consumption experience. Research (Santosa et al., 2025) found that brand experience, product quality, and brand reputation significantly influence consumer loyalty within mobile coffee businesses. Similarly, research (Gifani & Kusumasari, 2025) highlights that experiential marketing and brand image are important determinants of customer loyalty in mobile coffee businesses. (Widiasti & Mahardika, 2025).

The expansion of mobile coffee vendors has created increasingly intense competitive pressure

* Corresponding author

E-mail addresses: rahmadakbar1995@gmail.com

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for local cafes, particularly in regional cities such as Bangkinang City, Riau Province. Along Ahmad Yani Street, which serves as one of the main commercial corridors in Bangkinang, the presence of Starling vendors has become increasingly visible and reflects changing patterns of consumer behavior. Consumers are becoming more oriented toward convenience, affordability, speed, and flexible service accessibility. These behavioral changes potentially influence consumer preferences toward local cafes, which traditionally rely on atmosphere, social interaction, experiential value, and emotional attachment as their primary competitive advantages (Leilasariyanti, 2025).

Several previous studies have examined cafe atmosphere, lifestyle, service quality, and consumer purchasing decisions within the coffee business sector (Tantri, 2025). For example, research published in the *ECONOMETRICS Journal* (Juwita et al., 2025) demonstrates that cafe atmosphere and lifestyle significantly affect consumer purchasing decisions in coffee shops. Additionally, research (Maritsha et al., 2025) emphasizes the importance of service quality, cafe atmosphere, and electronic word of mouth in shaping cafe selection preferences (Yunita et al., 2025).

However, despite the growing body of literature on coffee business competition and consumer behavior, several important research gaps remain unresolved. First, previous studies predominantly focus on conventional coffee shops or urban cafe chains, while empirical studies examining competition between mobile coffee businesses and local cafes in emerging regional markets remain limited. Second, prior research generally investigates consumer value, service quality, or brand loyalty separately without integrating competitive external pressure from mobile coffee expansion into a single conceptual framework. Third, limited studies have examined the mediating role of local cafe image in explaining how external competition and consumer perceived value simultaneously influence local cafe consumer preference, particularly in secondary cities and regional markets characterized by stronger social attachment and community-based consumption behavior.

From a theoretical perspective, this study integrates Consumer Perceived Value Theory and Brand Image Theory to explain consumer preference formation in the context of local cafe competition. Consumer perceived value explains how consumers evaluate benefits relative to costs, including functional value, emotional value, and social value. Meanwhile, the local cafe image reflects consumers' cognitive and emotional perceptions regarding atmosphere, identity, service quality, and symbolic attachment toward local cafes. In highly competitive environments, local cafes' image may function as a strategic mechanism that strengthens emotional attachment and consumer preference despite the expansion of more affordable and accessible mobile coffee services.

Therefore, this study aims to examine the effect of Mobile Starbucks expansion on local cafe consumer preference, the effect of consumer perceived value on local cafe consumer preference, the effect of Mobile Starbucks expansion on local cafe image, the effect of consumer perceived value on local cafe image, and the effect of local

cafe image on local cafe consumer preference. Furthermore, this study investigates the mediating role of local cafe image in the relationship between Mobile Starbucks expansion, consumer perceived value, and consumer preference toward local cafes in Bangkinang City, Indonesia.

Previous studies have primarily focused on consumer loyalty, cafe atmosphere, experiential marketing, and purchasing decisions within conventional coffee shop settings and urban markets. However, empirical evidence regarding the competitive dynamics between mobile coffee businesses and local cafes in regional cities remains limited. Existing studies also tend to analyze perceived value, brand image, and consumer preference independently without incorporating local cafe image as an intervening mechanism that explains how external competition influences consumer preference. Furthermore, limited studies have examined whether consumers in secondary cities maintain emotional and social attachment toward local cafes despite the increasing expansion of mobile coffee vendors offering convenience and affordability. Therefore, this study attempts to fill these gaps by developing an integrative framework that examines the influence of Mobile Starbucks expansion and consumer perceived value on local cafe preference through the mediating role of local cafe image in the context of an emerging regional market.

2. Literature Review

2.1 Business Expansion

Business expansion represents a critical strategy for achieving long-term organizational growth (Ibrahim & Rianti, 2025). In the context of mobile coffee businesses, expansion does not merely involve increasing the number of operational points (Meliza & Fathimah, 2025) but also enhancing operational efficiency through lower fixed costs (Ardhi & Suryanto, 2025). The mobile model enables flexible deployment, cost minimization, and rapid market penetration compared to conventional brick-and-mortar cafes (Ardhi & Suryanto, 2025).

Consumer Value Theory explains that consumers evaluate products and services based on multidimensional benefits, including functional value, emotional value, and social value. In coffee consumption behavior, perceived value is not solely determined by product quality and pricing but also by customer experience, symbolic meaning, and emotional satisfaction. Research published in the *International Journal of Hospitality Management* (Luo et al., 2023) reported that customer experience significantly strengthens perceived value and customer loyalty within the coffee industry. Furthermore, the *Food Journal* (Jakubczyk et al., 2024) found that emotional value and experiential quality positively influence customer satisfaction and revisit intention in coffee businesses. These findings indicate that perceived value involves not only rational evaluations but also emotional and experiential dimensions that influence long-term consumer preference and loyalty.

Previous research on service quality and pricing strategies in mobile coffee businesses (Azizah, 2023), such as *Mlaku Coffee*, demonstrates that service quality and pricing significantly influence purchase decisions, with digital branding serving as an important mediating factor (Ardhi & Suryanto, 2025). This mobile coffee model provides operational flexibility and the capacity to reach diverse consumer segments characterized by high mobility and time sensitivity (Leilasariyanti, 2025).

2.2 Perceived Value

Perceived value refers to consumers' subjective evaluation of the benefits received relative to the costs incurred. In the context of mobile coffee businesses, consumers assess not only the taste and quality of the coffee but also accessibility (Irmasari et al., 2025), service speed, and affordability. Studies on mobile coffee vendors indicate that price perception significantly influences purchase decisions (Leilasariyanti, 2025). When consumers perceive higher value in terms of convenience and economic efficiency, their preferences may shift from local cafes to mobile coffee vendors if the perceived benefits outweigh the associated costs (Pramesti, 2025).

Consumer Value Theory explains that consumers evaluate products and services based on multidimensional benefits, including functional value, emotional value, and social value. In coffee consumption behavior, perceived value is not solely determined by product quality and pricing but also by customer experience, symbolic meaning, and emotional satisfaction. Research (Luo et al., 2023) reported that customer experience significantly strengthens perceived value and customer loyalty within the coffee industry. Furthermore, studies (Jakubczyk et al., 2024) found that emotional value and experiential quality positively influence customer satisfaction and revisit intention in coffee businesses.

These findings indicate that perceived value involves not only rational evaluations but also emotional and experiential dimensions that influence long-term consumer preference and loyalty.

From a theoretical standpoint, perceived value plays a central role in shaping consumer choice and preference formation. According to value-based decision-making theory, consumers compare functional, emotional, and monetary benefits before making purchasing decisions. In highly competitive markets, businesses that can enhance perceived value through pricing strategies, service efficiency, and accessibility are more likely to attract price-sensitive, convenience-oriented segments. Therefore, understanding perceived value is essential to explaining potential shifts in consumer preference within the competitive landscape between mobile coffee vendors and local cafes.

2.3 Consumer Preference

Consumer preference refers to the tendency to choose one product over another based on a combination of considerations, including price, experience, and brand identity (Pramesti, 2025). In studies on coffee consumption, lifestyle

orientation, and brand image have been found to significantly influence purchase decisions (Nurdiyanti & Johan, 2024). This preference dimension is particularly relevant in examining competition between local cafes and mobile coffee brands, as consumer choices are shaped by both functional value and emotional attachment (Ambalao & Manueke, 2025).

From a behavioral perspective, consumer preference develops through cognitive evaluation and affective responses toward competing alternatives (Asaro, 2025). Functional attributes such as price and convenience may drive short-term switching behavior, whereas emotional factors such as brand attachment, atmosphere, and symbolic identity tend to foster longer-term loyalty (Dalimunthe, 2025). In the context of competition between mobile coffee vendors and local cafes, understanding how these functional and emotional dimensions interact is essential to explaining shifts in consumer preference patterns.

Recent studies further emphasize the importance of customer experience and emotional engagement in shaping revisit intention and consumer preference within coffee businesses. Research (Lee, 2022) found that brand awareness, customer habits, and emotional familiarity significantly influenced revisit intention in franchise coffee shops. Similarly, research (Hanafi et al., 2025) reported that customer experience significantly mediated the relationship between experiential coffee shop environments and revisit intention in specialty coffee businesses. Furthermore, research (Handayani et al., 2022) demonstrated that service quality, physical environment, and product quality significantly influenced revisit intention through customer satisfaction in coffee shop businesses. These findings indicate that consumer preference within the coffee industry is shaped through the interaction between rational evaluation, emotional attachment, and experiential consumption.

2.4 Local Cafe Image

Brand image refers to consumers' perceptions regarding a brand's identity, reputation, and overall experience. In numerous studies, brand image functions as a mediating variable linking marketing factors to consumer behavior (Soebiyakto, 2024). For instance, research on modern mobile coffee businesses found that brand experience, product quality, and brand reputation influence customer loyalty through brand trust (Nurdiyanti & Johan, 2024). Similarly, marketing studies in the coffee industry demonstrate that service quality and brand image affect customer loyalty through customer satisfaction (Permatasari, 2025). This mediating role is highly relevant in the present study, as it raises the question of whether local cafe image can serve as a bridge connecting Mobile Starbucks expansion and perceived value with local consumer preference (Yuanitasari et al., 2022).

From a theoretical standpoint, brand image operates as a cognitive and emotional filter through which consumers interpret competitive signals (Michelle, 2025). When external

competition intensifies, a strong brand image can buffer negative perceptions and reinforce consumer attachment (Leonardo & Firdausy, 2025). In local market settings, image attributes such as authenticity, community identity, atmosphere, and personalized service may generate symbolic value that offsets price-based competition (Nadhir, 2025). Therefore, examining the mediating role of local cafe image is crucial for understanding how experiential and identity-based differentiation strategies can sustain consumer preference amid expanding mobile coffee competition.

From a theoretical perspective, Brand Image Theory explains that consumers develop perceptions and emotional associations toward brands through accumulated experiences, symbolic meanings, and service interactions. A strong brand image enables businesses to create differentiation, strengthen emotional attachment, and maintain customer loyalty within highly competitive markets. In local cafe businesses, image attributes such as authenticity, atmosphere, social identity, and personalized service may become important competitive advantages against mobile coffee vendors.

Recent international studies also highlight the strategic role of brand image and customer experience in influencing revisit intention and customer loyalty. Research (Handayani et al., 2022) found that brand awareness and emotional attachment significantly influenced revisit intention in coffee shop businesses. Similarly, research (Hanafi et al., 2025) demonstrated that customer experience significantly strengthened revisit intention through emotional and experiential engagement in specialty coffee shops.

In addition, research published (Xiaoping & Tao, 2021a) reported that store atmosphere, service experience, and emotional attachment significantly influenced customer satisfaction and revisit intention in cafe businesses.

2.5 Theory of Planned Behavior

The Theory of Planned Behavior (TPB), developed by Icek Ajzen, explains that consumer behavior is influenced by behavioral intention, which is shaped by three primary factors: attitude toward behavior, subjective norms, and perceived behavioral control. Attitude refers to consumers' positive or negative evaluations of a particular behavior, subjective norms relate to social pressure or influence from surrounding individuals, and perceived behavioral control reflects consumers' perceptions regarding their ability and opportunity to perform the behavior.

In the context of this study, consumer preference toward local cafes may be influenced by consumers' attitudes toward coffee consumption, social interaction within cafe environments, and their perception regarding accessibility and convenience offered by both local cafes and mobile coffee vendors (Starling). TPB is relevant for explaining how consumers form preferences and behavioral intentions amid increasing competition between mobile coffee businesses and conventional local cafes.

Recent studies support the application of TPB in explaining consumer behavior within the food and beverage industries. Research (Galkin et al., 2021) found that attitudes, perceived behavioral control, and social influence significantly affected consumer purchase intention in food service businesses. This theory, therefore, provides an important conceptual basis for understanding consumer preference formation in coffee consumption behavior.

2.6 Consumer Value Theory

The Consumer Value Theory explains that consumers evaluate products and services based on the comparison between the benefits received and sacrifices incurred. Consumer value consists not only of functional value, such as product quality and price efficiency, but also emotional value, social value, and experiential value. Consumers tend to prefer products or services that provide greater overall value relative to competing alternatives.

Within the context of coffee businesses, perceived value is reflected through consumers' evaluations regarding product quality, affordability, convenience, service efficiency, atmosphere, and emotional satisfaction obtained during consumption experiences. Mobile coffee businesses such as Starling may offer practical and economic advantages through flexible operations and lower prices, while local cafes may provide emotional and social value through atmosphere, community interaction, and experiential consumption.

Research published (Jakubczyk et al., 2024) reported that emotional value, service quality, and experiential value significantly influenced customer satisfaction and revisit intention within coffee shop businesses. Similarly, convenience and experiential value positively affected customer behavioral intention in food service industries. Therefore, Consumer Value Theory is highly relevant in explaining how consumers evaluate local cafes and mobile coffee businesses within competitive market environments.

2.7 Brand Image Theory

Brand Image Theory explains that consumers develop perceptions, associations, and emotional impressions toward brands through accumulated experiences, communication, and symbolic meanings attached to products or services. A strong brand image enables businesses to differentiate themselves from competitors, strengthen emotional attachment, and enhance customer loyalty.

In the context of local cafes, brand image may be reflected through atmosphere, service quality, authenticity, reputation, social identity, and personalized interaction with customers. A positive local cafe image may strengthen consumer attachment and maintain consumer preference despite increasing competition from mobile coffee vendors. Therefore, brand image functions not only as a marketing attribute but also as a psychological mechanism influencing consumer behavior.

Recent international studies further emphasize the strategic role of brand image in hospitality and coffee businesses. Research (Xiaoping & Tao, 2021) reported that store atmosphere, emotional

experience, and service quality significantly influenced customer satisfaction and revisit intention through positive brand perception. In addition, research (Lee, 2022) found that emotional familiarity and brand awareness significantly strengthened revisit intention in coffee shop businesses. These findings support the assumption that local cafe image may mediate the relationship between business expansion, perceived value, and consumer preference.

3. Research Methodology

3.1 Conceptual Framework

The conceptual framework of this study illustrates the relationships among Business Expansion (X1), Perceived Value (X2), Brand Image (Z), and Consumer Preference (Y). The framework is developed based on theories of consumer behavior, perceived value, and brand image within the context of competition between mobile coffee businesses and local cafes.

Business Expansion (X1) and Perceived Value (X2) are positioned as independent variables that directly influence Consumer Preference (Y). In addition, both variables are also assumed to influence Brand Image (Z), which functions as an intervening or mediating variable. Furthermore, Brand Image (Z) is expected to influence Consumer Preference (Y). Therefore, the model examines both direct and indirect relationships among variables.

Path 1 represents the direct effect of Business Expansion (X1) on Consumer Preference (Y). This relationship explains whether the expansion of mobile coffee businesses influences consumers' tendency to choose local cafes.

Path 2 illustrates the direct effect of Perceived Value (X2) on Consumer Preference (Y). This relationship reflects consumers' evaluation regarding the benefits, quality, convenience, and affordability offered by coffee businesses in shaping consumer preference.

Path 3 shows the effect of Business Expansion (X1) on Brand Image (Z). This path explains whether the increasing operational presence and accessibility of mobile coffee businesses influence consumers' perceptions regarding the image of local cafes.

Path 4 represents the effect of Perceived Value (X2) on Brand Image (Z). This relationship indicates whether consumers' value perceptions contribute to the formation of a positive local cafe image.

Path 5 illustrates the direct effect of Brand Image (Z) on Consumer Preference (Y). This relationship explains whether consumers' perceptions regarding atmosphere, reputation, identity, and service quality influence their preference toward local cafes.

Meanwhile, Paths 6 and 7 represent the indirect or mediating effects. Path 6 explains the mediating role of Brand Image (Z) in the relationship between Business Expansion (X1) and Consumer Preference (Y). Path 7 explains the mediating role of Brand Image (Z) in the relationship between Perceived Value (X2) and Consumer Preference (Y).

Overall, this conceptual framework is intended to provide a comprehensive understanding of how competitive business expansion and consumer value perceptions influence consumer preference both directly and indirectly through brand image within the context of local cafe competition in Bangkinang City.

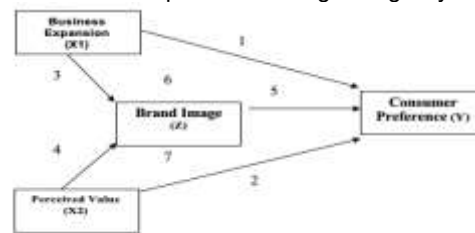


Figure 1. Conceptual Framework

3.2 Hypotheses

The hypotheses proposed in this study are formulated as follows:

1. H1: Mobile Starbucks expansion (X1) has a significant effect on local cafe consumer preference (Y).
2. H2: Perceived value (X2) has a significant effect on local cafe consumer preference (Y).
3. H3: Mobile Starbucks expansion (X1) has a significant effect on local cafe image (Z).
4. H4: Perceived value (X2) has a significant effect on local cafe image (Z).
5. H5: Local cafe image (Z) has a significant effect on local cafe consumer preference (Y).
6. H6: Local cafe image (Z) mediates the effect of Mobile Starbucks expansion (X1) on local cafe consumer preference (Y).
7. H7: Local cafe image (Z) mediates the effect of perceived value (X2) on local cafe consumer preference (Y).

3.3 Research Location and Time

This study was conducted in Bangkinang City, Kampar Regency, Riau Province, Indonesia, focusing on local cafes and operational points of Mobile Starbucks (Starling). Data collection was primarily carried out along Ahmad Yani Street, which serves as one of the city's main commercial and social activity centers as well as a strategic operational route for Starling vendors.

The respondents consisted of consumers who had visited local cafes such as A Joe Coffee, Kopi Kulo, Warga Coffee, Signature Coffee, and several other cafes operating in Bangkinang City. Additionally, respondents were required to have prior experience with or exposure to Mobile Starbucks (Starling). The selection of this location was intended to obtain representative information regarding consumer perceptions toward local cafes, competitive pressure arising from Starling expansion, and the mediating role of local cafe image in shaping consumer preference. The study was conducted from January to March 2026.

3.4 Types and Sources of Data

This study primarily employs quantitative primary data collected directly from respondents, specifically consumers of local cafes in Bangkinang City. The data were obtained through

a structured questionnaire using a five-point Likert scale (1–5) to measure the indicators of the research variables, namely Mobile Starbucks expansion (X1), perceived value (X2), local cafe image (Z), and local cafe consumer preference (Y).

In addition to primary data, this study also utilizes secondary data derived from official reports, scholarly articles, and relevant literature concerning trends in the coffee industry, the development of Mobile Starbucks (Starling) in Bangkinang City, and the characteristics of local cafes. These secondary sources serve to support the analysis, provide comparative insights, and strengthen the theoretical foundation of the study.

3.5 Population and Sample

The population of this study consists of all consumers of local cafes in Bangkinang City who have visited popular cafes such as Ajoe, Kulo, Warga, Signature, and other cafes in the area, and who have had prior experience with or exposure to Mobile Starbucks (Starling). Since the exact population size is unknown, the population is treated as infinite.

The sample size was determined using the Lemeshow formula for an infinite population:

$$n = \frac{Z^2 \cdot p \cdot q}{e^2} \quad (1)$$

where n represents the minimum sample size; Z is the Z-score corresponding to the selected confidence level (1.96 for a 95% confidence level); p is the estimated population proportion (assumed to be 0.5 to maximize variability); q = 1 - p; and e is the desired margin of error.

Using a 95% confidence level (Z = 1.96), p = 0.5, q = 0.5, and a margin of error of 10% (e = 0.10), the calculation is as follows:

$$n = \frac{(1.96)^2 \cdot 0.5 \cdot 0.5}{(0.1)^2} = \frac{3.8416 \cdot 0.25}{0.01} = \frac{0.9604}{0.01} = 96$$

Accordingly, the minimum required sample size for this study is 96 respondents.

This study employed purposive sampling as the sampling technique. Purposive sampling was selected because respondents were required to meet specific criteria relevant to the objectives of this study. The respondent criteria were as follows:

1. Consumers who had visited local cafes in Bangkinang City.
2. Consumers who had prior experience with or exposure to Mobile Starbucks (Starling).
3. Respondents aged at least 17 years old.
4. Respondents are willing to complete the questionnaire voluntarily.

The purposive sampling technique enabled the researcher to obtain respondents who possessed sufficient understanding and experience regarding local cafe consumption behavior and mobile coffee services.

3.6 Data Collection Techniques

Data collection is a crucial stage in research, as the primary objective of any study is to obtain valid and relevant data. Prior to data collection,

appropriate measurement instruments must be prepared to ensure the reliability and accuracy of the findings. The instruments employed in this study are as follows:

1. Questionnaire

The primary data collection instrument was a structured questionnaire distributed to consumers of local cafes in Bangkinang City who had visited popular cafes such as Ajoe, Kulo, Warga, Signature, and other cafes in the area, and who had prior experience with or exposure to Mobile Starbucks (Starling). To facilitate statistical analysis, qualitative responses were converted into quantitative data using a five-point Likert scale. Respondents were asked to indicate their level of agreement with each statement using the following scale:

- 1 = Strongly Disagree
- 2 = Disagree
- 3 = Moderately Agree
- 4 = Agree
- 5 = Strongly Agree

To interpret the mean scores obtained from the responses, the following criteria were applied:

- 4.20–5.00 = Strongly Agree
- 3.40–4.19 = Agree
- 2.60–3.39 = Moderately Agree
- 1.80–2.59 = Disagree
- 1.00–1.79 = Strongly Disagree

2. Observation

In addition to questionnaires, direct observation was conducted by visiting local cafes along Ahmad Yani Street in Bangkinang and examining the operational activities of Mobile Starbucks (Starling). This technique aimed to obtain supplementary information regarding cafe conditions, consumer visit intensity, and consumer interactions with Starling vendors. The observational data were used to complement the questionnaire findings and strengthen the overall analysis.

3.7 Operational Definition of Research Variables

The operational definition of variables serves to clarify how each research variable is measured so that the data obtained are consistent and can be analyzed quantitatively. This study employs four variables, consisting of two independent variables, one intervening variable, and one dependent variable.

Table 1. Operational Definition of Research Variables

No	Variable	Symbol	Operational Definition	Indicators	Measurement Scale
1	Starling Expansion	X1	The expansion of Starling's mobile coffee service in Bangkinang that may influence consumer choices toward	Operational frequency, accessibility, menu variety, promotion	Likert 1-5

			local cafes.		
2	Consumer Perceived Value	X2	Consumers' evaluation of the benefits received compared with the price paid.	Price-quality fit, service satisfaction, taste quality, perceived value	Likert 1-5
3	Local Cafe Image	Z	Consumers' perception of the reputation and quality of local cafes.	Service quality, cafe atmosphere, reputation, and consumer trust	Likert 1-5
4	Consumer Preference	Y	Consumers' tendency to choose and revisit local cafes.	Visit frequency, recommendation intention, loyalty, and interest in the new menu	Likert 1-5

3.7 Data Analysis Technique

The data obtained from the questionnaires were analyzed quantitatively using SPSS. The stages of data analysis in this study are as follows:

1. Validity and Reliability Test
 - a. Validity Test Used to ensure that the indicators of variables X1, X2, Z, and Y accurately measure the intended constructs using the Pearson correlation method.
 - b. Reliability Test Used to measure the consistency of the research instrument using Cronbach's Alpha, where a value of ≥ 0.70 indicates that the instrument is reliable.
2. Classical Assumption Test

This test aims to ensure that the regression model meets the required statistical assumptions, including:

 - a. Normality test
 - b. Multicollinearity test
 - c. Autocorrelation test
 - d. Heteroscedasticity test
3. Multiple Linear Regression and Mediation Analysis
 - a. Multiple Linear Regression Used to analyze the effect of Starling Expansion (X1) and Consumer Perceived Value (X2) on Local Cafe Image (Z).
 - b. Mediation Analysis Used to examine whether Local Cafe Image (Z) mediates the effect of X1 and X2 on Consumer Preference toward Local Cafes (Y).
4. Hypothesis Testing
 - a. t-test: To test the effect of each independent variable on the dependent variable.
 - b. F-test: To test the simultaneous effect of all independent variables.
 - c. Coefficient of Determination (R^2): To determine how much the independent and intervening variables explain the dependent variable.

4. Results and Discussion

The findings of this study indicate that most hypothesized relationships are statistically insignificant. However, these findings provide important contextual insights into consumer behavior within regional coffee markets. The insignificant relationships suggest that consumer preference toward local cafes in Bangkinang City may not be primarily shaped by rational considerations such as perceived value, operational accessibility, or competitive pressure from mobile coffee vendors. Instead, social interaction, emotional attachment, habitual consumption patterns, and community-based experiences may play a more dominant role in shaping consumer decisions. These findings highlight the uniqueness of regional market characteristics compared with urban coffee consumption behavior discussed in previous studies.

4.1 Overview of Research Object Respondents

This study was conducted in Bangkinang City with a focus on consumer behavior toward local cafes in the presence of the Starbucks Kelliling (Starling) expansion. The research object consists of consumers who have visited local cafes in Bangkinang and are aware of or have interacted with Starling.

Data were collected through an online questionnaire distributed using Google Forms. The sampling method used was purposive sampling, with criteria including consumers who have visited local cafes and are familiar with the presence of Starling.

The sample size was determined using the Lemeshow formula for an unknown population. Based on this approach, the minimum sample required was 96 respondents. All collected questionnaires were complete and met the research criteria, allowing the data to be used for further analysis.

4.2 Respondent characteristics

Respondent characteristics were analyzed to describe the general profile of participants in this study. The information was obtained from the initial section of the questionnaire, including gender, age, and frequency of visiting cafes per month. A total of 96 respondents participated in the study, all of whom met the sampling criteria as consumers who had visited local cafes in Bangkinang and were aware of the presence of mobile coffee vendors (Starling).

Table 2. Respondent Characteristics by Gender

Gender	Frequency	Percentage (%)
Male	51	53.1
Female	45	46.9
Total	96	100

Based on Table 2, male respondents slightly dominate the sample, accounting for 53.1%, while female respondents represent 46.9%. However, the difference is relatively small, indicating that local cafes in Bangkinang attract consumers from both genders fairly evenly.

Table 3. Respondent Characteristics by Age

Age Group	Frequency	Percentage (%)
< 20 years	24	25.0
20–25 years	49	51.0
26–30 years	16	16.7
> 30 years	7	7.3
Total	96	100

Table 3 shows that the majority of respondents are aged 20-25 years (51%), followed by those under 20 years (25%). This indicates that cafe consumers in Bangkinang are predominantly young individuals who are generally more engaged in modern coffee consumption trends.

Table 4. Respondent Characteristics by Cafe Visit Frequency

Visit Frequency (per Month)	Frequency	Percentage (%)
1–2 times	66	68.8
3–5 times	18	18.8
> 5 times	12	12.5
Total	96	100

Table 4 indicates that most respondents visit cafes 1–2 times per month (68.8%), while a smaller portion visit more frequently. This suggests that respondents have sufficient experience with local cafes to evaluate their preferences and perceptions regarding local cafe image and the presence of Starling.

4.3 Descriptive Statistics of Research Variables

Descriptive statistics were used to provide an overview of respondents' responses to each research variable, including Starling Expansion (X1), Consumer Perceived Value (X2), Local Cafe Image (Z), and Local Cafe Consumer Preference (Y). The analysis was conducted using the mean, standard deviation, minimum, and maximum values.

Table 5. Descriptive Statistics of Research Variables

No	Research Variable	Mean	Std. Deviation	Min	Max
1	Starling Expansion (X1)	3.9	0.58	1	5
2	Consumer Perceived Value (X2)	4.0	0.55	1	5
3	Local Cafe Image (Z)	3.8	0.60	1	5
4	Local Cafe Consumer Preference (Y)	3.9	0.57	1	5

Preference (Y)				

Based on Table 5, the variable consumer perceived value (X2) has the highest mean score (4.0), indicating that respondents strongly consider the balance between price, product quality, and service when choosing coffee products. Meanwhile, Starling expansion (X1) and local cafe consumer preference (Y) both show relatively high mean values (3.9), suggesting that respondents are aware of the presence of Starling while still maintaining a preference for local cafes. The local cafe image (Z) variable has a slightly lower mean value (3.8), indicating that although local cafes are perceived positively in terms of atmosphere, service, and reputation, there is still room to strengthen their image amid increasing competition from mobile coffee vendors. The relatively low standard deviation values across variables indicate that respondents' perceptions tend to be consistent.

4.4 Instrument Validity and Reliability Test

Validity and reliability tests were conducted to ensure that the research instruments accurately measure the variables and produce consistent data. The analysis was performed using SPSS on all questionnaire items.

1. Validity Test

The validity test used the Pearson Product-Moment correlation by comparing the calculated correlation coefficient (r-count) with the critical value (r-table). With 96 respondents, the r-table value at a 5% significance level is 0.200. An item is considered valid if the r-count value is greater than the r-table and the significance value is below 0.05.

Table 6. Instrument Validity Test Results

No	Item Code	r-count	r-table	Result
Starling Expansion (X1)				
1	X1.1	0.708	0.200	Valid
2	X1.2	0.804	0.200	Valid
3	X1.3	0.800	0.200	Valid
4	X1.4	0.759	0.200	Valid
5	X1.5	0.806	0.200	Valid
6	X1.6	0.801	0.200	Valid
7	X1.7	0.835	0.200	Valid
8	X1.8	0.764	0.200	Valid
Consumer Perceived Value (X2)				
1	X2.1	0.788	0.200	Valid
2	X2.2	0.830	0.200	Valid
3	X2.3	0.757	0.200	Valid
4	X2.4	0.757	0.200	Valid
5	X2.5	0.810	0.200	Valid
6	X2.6	0.866	0.200	Valid
7	X2.7	0.786	0.200	Valid
8	X2.8	0.813	0.200	Valid
Local Cafe Image (Z)				
1	Z.1	0.783	0.200	Valid

2	Z.2	0.868	0.200	Valid
3	Z.3	0.827	0.200	Valid
4	Z.4	0.869	0.200	Valid
5	Z.5	0.832	0.200	Valid
6	Z.6	0.822	0.200	Valid
7	Z.7	0.841	0.200	Valid
8	Z.8	0.841	0.200	Valid
Local Cafe Consumer Preference (Y)				
1	Y.1	0.773	0.200	Valid
2	Y.2	0.780	0.200	Valid
3	Y.3	0.790	0.200	Valid
4	Y.4	0.744	0.200	Valid
5	Y.5	0.768	0.200	Valid
6	Y.6	0.780	0.200	Valid
7	Y.7	0.741	0.200	Valid
8	Y.8	0.726	0.200	Valid

Based on Table 6, all questionnaire items have r-count values greater than r-table (0.200). Therefore, all items are considered valid and suitable for further analysis.

2. Reliability Test

The reliability test was conducted using Cronbach's Alpha to measure the consistency of the research instruments. A variable is considered reliable if the Cronbach's Alpha value exceeds 0.70.

Table 7. Instrument Reliability Test Results

Variable	Cronbach's Alpha	Criteria	Result
Starling Expansion (X1)	0.911	>0.70	Reliable
Consumer Perceived Value (X2)	0.920	>0.70	Reliable
Local Cafe Image (Z)	0.938	>0.70	Reliable
Local Cafe Consumer Preference (Y)	0.897	>0.70	Reliable

Based on Table 7, all research variables have Cronbach's Alpha values above 0.70, indicating that the research instruments have good internal consistency and are reliable for further statistical analysis.

4.5 Classical Assumption Test

Classical assumption tests were conducted to ensure that the regression model met statistical requirements. The tests included normality, multicollinearity, heteroscedasticity, and autocorrelation tests using SPSS.

1. Normality Test

The normality test was conducted using the Kolmogorov-Smirnov test on unstandardized

residual values to determine whether the residuals were normally distributed.

Table 8. One-Sample Kolmogorov-Smirnov Test

Statistic	Value
N	96
Mean	.0000000
Std. Deviation	9.46406105
Absolute	.056
Positive	.053
Negative	-.056
Test Statistic	.056
Asymp. Sig. (2-tailed)	.200

The significance value of 0.200 is greater than 0.05, indicating that the residuals are normally distributed. Thus, the normality assumption is satisfied.

2. Multicollinearity Test

The multicollinearity test was conducted by examining the Tolerance and Variance Inflation Factor (VIF) values.

Table 9. Multicollinearity Test

Variable	Tolerance	VIF
X1	0.967	1.034
X2	0.983	1.017
Z	0.982	1.018

All variables have tolerance values greater than 0.10 and VIF values below 10, indicating that no multicollinearity exists in the regression model.

3. Heteroscedasticity Test

The heteroscedasticity test was performed using a scatterplot between standardized residuals (SRESID) and predicted values (ZPRED).

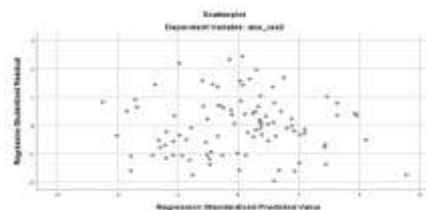


Figure 2. Scatterplot of Heteroscedasticity Test

The scatterplot shows that the residuals are randomly distributed without forming a specific pattern. Therefore, the model does not exhibit heteroscedasticity and satisfies the homoscedasticity assumption.

4. Autocorrelation Test

The autocorrelation test was conducted using the Durbin–Watson statistic.

Table 10. Autocorrelation Test

Model	R	R Square	Adjusted R-Square	Std. Error	Durbin-Watson
1	.148	.022	-.010	8.764	1.877

The Durbin-Watson value of 1.877 lies between the lower and upper bounds ($dl = 1.6039$; $du = 1.7326$), indicating that no autocorrelation occurs in the regression model.

4.6 Multiple Linear Regression Result (Model I)

1. Effect of Starling Expansion (X1) and Consumer Perceived Value (X2) on Local Cafe Image (Z)

Table 11. Multiple Linear Regression Results (Model I) ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	156.330	2	78.165	.854	.429
Residual	8509.003	93	91.495		
Total	8665.333	95			

Dependent Variable: Z

Table 12. Results of Multiple Linear Regression Analysis Model I

Variable	B	Std. Error	Beta	t	Sig.
Constant	27.150	4.081		6.652	.000
X1	-.140	.110	-.131	-1.268	.208
X2	.016	.108	.016	.152	.879

The regression results show that both Starling expansion and consumer perceived value do not significantly influence the local cafe image. The significance values for X1 (0.208) and X2 (0.879) are greater than 0.05, indicating that these variables do not significantly explain variations in local cafe image.

2. Effect of Starling Expansion (X1), Consumer Perceived Value (X2), and Local Cafe Image (Z) on Consumer Preference (Y)

Table 13 Multiple Linear Regression Results (Model II) ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	158.353	3	52.784	.687	.562

Residual	7066.980	92	76.815		
Total	7225.333	95			

Dependent Variable: Y

Table 14. Results of Multiple Linear Regression Analysis Model II

Variable	B	Std. Error	Beta	t	Sig.
Constant	26.922	4.543		5.926	.000
X1	-.127	.102	-.131	-1.245	.216
X2	.051	.099	.054	.519	.605
Z	-.038	.095	-.042	-.405	.686

The results indicate that Starling expansion ($p = 0.216$), consumer perceived value ($p = 0.605$), and local cafe image ($p = 0.686$) do not significantly influence consumer preference toward local cafes.

3. Mediation Analysis

The mediation analysis shows that the indirect effects through the local cafe image variable are not statistically significant. The relationships between $X1 \rightarrow Z$ ($p = 0.208$) and $X2 \rightarrow Z$ ($p = 0.879$) are not significant, and the relationship between $Z \rightarrow Y$ ($p = 0.686$) is also insignificant. Therefore, the requirements for mediation are not fulfilled.

This finding indicates that local cafe image does not mediate the influence of Starling expansion or consumer perceived value on consumer preference. Both the direct and indirect effects of these variables on consumer preference are statistically insignificant.

4.7 Discussion

This section discusses the research findings based on the results of multiple linear regression and mediation analysis. The discussion focuses on the relationship between Starling expansion, consumer perceived value, local cafe image, and consumer preference for local cafes in Bangkinang City.

a. The Effect of Starling Expansion on Local Cafe Image

The results show that Starling expansion does not significantly affect the image of local cafes ($Sig. 0.208 > 0.05$; $\beta = -0.131$). Although the relationship indicates a negative direction, the effect is statistically insignificant. This suggests that the presence of Starling in Bangkinang is not perceived as a reputational threat to local cafes. Consumers appear able to distinguish the positioning of Starling as a mobile coffee service from local cafes as social and experiential consumption spaces. The low explanatory power of the model ($R^2 = 1.8\%$) indicates that local cafe image is more influenced by internal factors such as service quality, atmosphere, community, and local identity.

This finding contrasts with previous studies that reported accessibility and operational flexibility as important determinants of consumer

perception in mobile coffee businesses. Research (Gifani & Kusumasari, 2025) found that experiential marketing and mobile accessibility positively influenced customer loyalty and brand perception. However, the present study indicates that consumers in regional markets such as Bangkinang may prioritize emotional familiarity and social atmosphere over operational convenience.

b. The Effect of Consumer Perceived Value on Local Cafe Image

Consumer perceived value also does not significantly influence local cafe image (Sig. 0.879 > 0.05; $\beta = 0.016$). The contribution of this variable is minimal, indicating that the image of local cafes in Bangkinang is not primarily formed by rational evaluations of price and benefits. Instead, emotional experiences, social interactions, and community identity may play a more important role in shaping the cafe's image.

This finding differs from Consumer Perceived Value Theory, which argues that consumers generally evaluate products and services based on rational assessments of benefits and costs. Previous studies have shown that price suitability, product quality, and service efficiency significantly contribute to customer loyalty and purchasing decisions within coffee businesses. Research published (Nurfaizi & Prayogo, 2025) demonstrated that store atmosphere and service quality positively influence customer loyalty in coffee shops. Nevertheless, the present study suggests that consumers in Bangkinang tend to form perceptions of local cafe image based more on emotional attachment, social familiarity, and communal experience rather than economic and functional considerations alone.

c. The Effect of Starling Expansion on Consumer Preference

The findings show that Starling expansion does not significantly influence consumer preference (Sig. 0.216 > 0.05; $\beta = -0.131$). Although a negative tendency is observed, the statistical effect remains weak. This indicates that consumer preference for local cafes is relatively stable and not easily disrupted by mobile coffee alternatives such as Starling. This result indicates that the expansion of mobile coffee vendors has not substantially shifted consumer preference away from local cafes. Consumers may perceive local cafes not merely as coffee purchasing locations but also as social and experiential spaces that facilitate interaction, gathering, and lifestyle expression. Therefore, although Starling offers practical advantages such as affordability and accessibility, these functional benefits appear insufficient to significantly alter consumer preference toward local cafes. This finding supports the argument that coffee consumption behavior in regional cities is often socially embedded and emotionally driven.

This finding differs from previous studies that emphasized the significant influence of convenience, accessibility, and service efficiency on consumer purchasing behavior within modern coffee businesses. Research (Gifani & Kusumasari,

2025) found that experiential marketing and mobile accessibility positively affected customer loyalty and repurchase intention in mobile coffee businesses. Similarly, research (Santosa et al., 2025) reported that operational flexibility and brand experience significantly strengthened consumer preference toward mobile coffee services.

However, the present study suggests that consumers in Bangkinang City demonstrate different behavioral characteristics compared with consumers in larger urban markets. Consumers in regional cities may prioritize emotional familiarity, social interaction, and community attachment over practical and economic considerations. Consequently, the competitive advantages offered by Starling are not sufficient to significantly replace the role of local cafes as social and experiential consumption spaces.

d. The Effect of Consumer Perceived Value on Consumer Preference

Consumer perceived value also does not significantly affect consumer preference (Sig. 0.605 > 0.05; $\beta = 0.054$). This suggests that consumer preference for local cafes is not mainly determined by rational considerations such as price and functional benefits, but rather by experiential factors such as comfort, social interaction, and lifestyle.

The insignificant relationship between perceived value and consumer preference indicates that consumer decisions in this context are not primarily determined by price efficiency and functional value. This finding differs from previous studies conducted in urban coffee markets, where perceived value significantly influenced purchasing behavior and customer loyalty. Research (Gifani & Kusumasari, 2025) found that experiential marketing and brand image played an important role in strengthening customer loyalty in mobile coffee businesses. However, consumers in smaller regional cities such as Bangkinang may prioritize emotional comfort, habitual behavior, and social belonging over rational value assessment.

e. The Effect of Local Cafe Image on Consumer Preference

Local cafe image does not significantly influence consumer preference (Sig. 0.686 > 0.05; $\beta = -0.042$). This finding indicates that cafe image is not a dominant determinant of consumer preference. One possible explanation is that the images of local cafes in Bangkinang are relatively similar, reducing their ability to differentiate consumer choices.

The insignificant effect of local cafe image on consumer preference also suggests that consumers may perceive relatively similar characteristics among local cafes in Bangkinang City. Similarities in atmosphere, menu offerings, and service quality potentially reduce differentiation among cafes, weakening the influence of cafe image on consumer preference. This finding differs from prior studies, emphasizing that brand image significantly influences loyalty and purchasing intention in coffee businesses.

Research (Regi et al., 2023) Journal highlighted that customer-based brand equity and customer satisfaction positively contributed to brand loyalty within coffee shop businesses.

f. The Mediating Role of Local Cafe Image in the Relationship between Starling Expansion and Consumer Preference

The mediation analysis shows that the paths from Starling expansion to local cafe image and from local cafe image to consumer preference are statistically insignificant. Therefore, the mediating effect is not supported. This indicates that the local cafe image does not function as a psychological mechanism linking Starling expansion to consumer preference. The mediation analysis indicates that local cafe image does not significantly mediate the relationship between Starling expansion and consumer preference. This result occurs because the relationship between Starling expansion and local cafe image is statistically insignificant, as well as the relationship between local cafe image and consumer preference. These findings suggest that consumers do not perceive the expansion of mobile coffee vendors as a substantial competitive threat capable of altering their psychological perception toward local cafes. In the context of Bangkinang City, local cafes may continue to maintain consumer attachment through social interaction, habitual visitation patterns, emotional familiarity, and community-oriented experiences that are difficult to substitute by mobile coffee services.

This finding differs from previous studies, highlighting the strategic role of brand image as a mediating variable in influencing customer loyalty and behavioral intention within coffee businesses. Research (Azza, 2025) found that brand image significantly mediated the relationship between service quality and customer loyalty in coffee shop businesses in Yogyakarta. Similarly, research (Trifosa et al., 2025) reported that brand image and customer trust significantly strengthened customer loyalty toward the Janji Jiwa coffee brand in Jakarta.

However, the present study suggests that the mediating role of local cafe image may become less effective within regional coffee markets where consumer behavior is more strongly influenced by socio-cultural attachment, emotional familiarity, and community interaction rather than operational competition and image-based differentiation. This finding indicates that consumer preference toward local cafes in smaller regional cities may be shaped more by relational and habitual dimensions than by competitive branding mechanisms alone.

g. The Mediating Role of Local Cafe Image in the Relationship between Consumer Perceived Value and Consumer Preference

Similarly, the local cafe image does not mediate the relationship between consumer

perceived value and consumer preference. The insignificant relationships among variables suggest that cafe image is not a transmission mechanism in this model. Similarly, the local cafe image does not significantly mediate the relationship between consumer perceived value and consumer preference. The insignificant relationships among perceived value, local cafe image, and consumer preference indicate that rational evaluations regarding price, product quality, and service efficiency are insufficient to influence consumer preference indirectly through local cafe image. This finding suggests that consumers in Bangkinang City may prioritize experiential and emotional dimensions over economic and functional considerations when selecting local cafes. In other words, although consumers recognize the functional value offered by coffee businesses, these perceptions do not necessarily strengthen the image of local cafes or influence long-term consumer preference. This result contrasts with Consumer Perceived Value Theory, which generally explains that perceived value contributes significantly to customer satisfaction, loyalty, and purchasing intention. Previous research (Santosa et al., 2025) demonstrated that perceived value and brand experience positively influenced customer loyalty within coffee businesses. However, the findings of this study indicate that consumer behavior in regional coffee markets may involve stronger socio-cultural and emotional dimensions that cannot be fully explained through rational value assessment alone.

5. Conclusion And Recommendations

Based on the results of the multiple linear regression and mediation analysis, the expansion of Starbucks Keliling (Starling) does not have a significant effect on the image of local cafes in Bangkinang City (Sig. 0.208 > 0.05). This indicates that the presence of Starling has not shifted public perceptions toward local cafes. Consumer perceived value also does not significantly affect the image of local cafes (Sig. 0.879 > 0.05), suggesting that cafe image is not primarily shaped by rational considerations such as price and benefits, but more by emotional and experiential factors. Furthermore, Starling expansion and consumer perceived value do not significantly influence consumer preferences for local cafes (Sig. 0.216 and 0.605 > 0.05). The image of local cafes also does not significantly affect consumer preferences (Sig. 0.686 > 0.05). Finally, the image of local cafes does not mediate the relationship between Starling expansion and consumer preferences, nor between consumer perceived value and consumer preferences.

Local cafe owners should focus on improving customer experience, service quality, and cafe atmosphere rather than worrying about the expansion of Starling. Starling operators may strengthen their market differentiation through mobility advantages and promotional strategies. Future research is recommended to include additional variables such as cafe atmosphere, service quality, customer loyalty, lifestyle, and social media influence.

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