

The Influence of Attitude, Subjective Norms, and Perceived Behavioral Control on Consumer Purchase Decisions at Starbucks in Jakarta

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ABSTRACT

This study aims to analyze the effects of Attitude, Subjective Norms, and Perceived Behavioral Control on the Purchase Decisions of Starbucks consumers in Jakarta. This study is motivated by increasing competition in the coffee shop industry and changes in consumer behavior, indicating that purchase decisions are influenced by individual evaluations, social environments, and consumers' perceived ability and ease of making purchases. This study employed a quantitative approach using descriptive and verification methods. Primary data were collected through questionnaires distributed to 100 Starbucks consumers in Jakarta using a purposive sampling technique. Data were analyzed using multiple linear regression with SPSS version 27. The results show that Attitude has a positive and significant effect on Purchase Decisions. Subjective Norms have a positive and significant effect on Purchase Decisions. Perceived Behavioral Control also has a positive and significant effect on Purchase Decisions and is identified as the most dominant variable. The findings indicate that consumers' ability and ease of making purchases are the strongest factors in encouraging the Purchase Decisions of Starbucks consumers in Jakarta. Therefore, business innovation focused on accessibility, digital services, and reducing purchasing barriers may contribute to encouraging consumer Purchase Decisions.

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh Sikap, Norma Subjektif, dan Persepsi Kontrol Perilaku terhadap Keputusan Pembelian konsumen Starbucks di Jakarta. Penelitian ini dilatarbelakangi oleh meningkatnya persaingan industri kedai kopi dan perubahan perilaku konsumen yang menyebabkan keputusan pembelian dipengaruhi oleh penilaian individu, lingkungan sosial, serta kemampuan dan kemudahan dalam melakukan pembelian. Penelitian ini menggunakan pendekatan kuantitatif dengan metode deskriptif dan verifikatif. Data primer diperoleh melalui penyebaran kuesioner kepada 100 konsumen Starbucks di Jakarta dengan teknik *purposive sampling*. Analisis data dilakukan menggunakan regresi linear berganda dengan bantuan SPSS versi 27. Hasil penelitian menunjukkan bahwa Sikap berpengaruh positif dan signifikan terhadap Keputusan Pembelian. Norma Subjektif berpengaruh positif dan signifikan terhadap Keputusan Pembelian. Persepsi Kontrol Perilaku berpengaruh positif dan signifikan terhadap Keputusan Pembelian serta menjadi variabel yang memiliki pengaruh

Keywords:

*Sikap;
Norma Subjektif;
Persepsi Kontrol Perilaku;
Keputusan Pembelian;
Starbucks.*

Kata Kunci:

*Attitude;
Subjective Norms;
Perceived Behavioral Control;
Purchase Decisions;*

Starbucks.

paling dominan. Temuan penelitian menunjukkan bahwa kemampuan dan kemudahan konsumen dalam melakukan pembelian menjadi faktor yang paling kuat dalam mendorong Keputusan Pembelian konsumen Starbucks di Jakarta. Oleh karena itu, pengembangan inovasi bisnis yang berorientasi pada kemudahan akses, layanan digital, dan pengurangan hambatan pembelian dapat menjadi upaya untuk mendorong Keputusan Pembelian konsumen.

INTRODUCTION

In recent years, the coffee shop industry in Indonesia has experienced rapid growth, particularly in major metropolitan areas such as Jakarta. Changes in the urban lifestyle, where cafés have become popular venues for working, socializing, and leisure activities, have significantly contributed to the expansion of the coffee shop business. This trend is reflected in the increasing number of coffee shops established by both international and local brands. One of the most prominent international coffee chains with an extensive presence in Indonesia is Starbucks. Nevertheless, the growing number of alternative coffee shops offering diverse concepts, competitive pricing, and innovative marketing strategies has intensified competition within the industry.

The high level of competition has influenced how consumers determine where to purchase their coffee. Today, consumers consider not only product quality but also various other factors, including brand perception, social influence, and the convenience of the purchasing process. Under these circumstances, consumer purchase decisions have become increasingly complex because they are shaped by multiple psychological and social factors. Therefore, it is essential for companies to understand the determinants of consumer purchase decisions in order to develop effective marketing strategies that enable them to remain competitive in an increasingly dynamic market.

Given the intense competition within Jakarta's coffee shop sector, companies need to gain a deeper understanding of the factors influencing consumer purchase decisions. Although Starbucks is recognized as one of the world's leading international coffee brands with a strong reputation, changes in consumer behavior, the influence of social media, and the growing availability of alternative coffee shops may affect consumers' purchasing decisions. Failure to understand these influencing factors may reduce consumers' purchase interest and ultimately weaken the company's competitive position. Consequently, coffee shops continuously strive to

differentiate themselves by offering superior products and delivering high-quality services to attract consumers (Putri et al., 2024). In today's highly competitive business environment, customer loyalty has become a critical factor for business sustainability, particularly in the coffee shop industry.

In addition to industry competition, consumer behavior may also be influenced by global social and political issues. Recently, Starbucks has been the subject of an international boycott movement following allegations that the company's former Chief Executive Officer, Howard Schultz, provided financial support to Israel during the conflict in Gaza, Palestine. This boycott represents a form of collective consumer action in response to ongoing geopolitical issues. Several reports indicate that this movement contributed to a decline in Starbucks' global sales, with sales decreasing by approximately 17.7% during the first quarter of 2024 (Sagita et al., 2025). These developments demonstrate that external factors, such as social and political issues, can shape consumers' perceptions of a brand and potentially influence their purchase decisions, including in developing countries such as Indonesia.

Consumer purchase decisions are influenced not only by external factors but also by internal psychological factors. Therefore, a theoretical framework is required to better understand consumer behavior. One of the most widely adopted theories in consumer behavior research is the Theory of Planned Behavior (TPB) proposed by Icek Ajzen. According to this theory, individual behavior is primarily determined by three key constructs: attitude, subjective norms, and perceived behavioral control. These constructs influence an individual's intention and subsequent decision to perform a particular behavior, including the decision to purchase a product or service.

The coffee shop industry in Indonesia has experienced significant growth in recent years, particularly in Jakarta, driven by changes in urban lifestyles that position cafés as places for work, social interaction, and leisure. This rapid expansion has intensified competition among both international and local coffee brands. As one of the leading global coffee chains, Starbucks continues to face increasing competition from emerging coffee shops that offer competitive pricing, innovative concepts, and differentiated customer experiences. Moreover, recent geopolitical issues, including the global boycott movement directed at Starbucks, have demonstrated that external social and political events can shape consumer perceptions and

purchasing behavior. These developments highlight the increasing complexity of consumer decision-making and underscore the importance of understanding the factors that influence purchase decisions in the coffee shop industry.

The Theory of Planned Behavior (TPB) proposed by Ajzen provides a comprehensive framework for explaining consumer behavior through three key constructs: attitude, subjective norms, and perceived behavioral control. According to TPB, these psychological and social factors influence individuals' evaluations, perceived social pressure, and perceived ability to perform a particular behavior, ultimately shaping their purchasing decisions. Previous studies have supported the applicability of TPB in consumer behavior research. Budiman and Andriani (2021) found that subjective norms and perceived behavioral control significantly influence consumers' purchase intention toward coffee shops through attitude as an intervening variable. Similarly, Anggelina and Japariato (2014) reported that attitude, subjective norms, and perceived behavioral control significantly affect consumers' purchase intention.

Despite these findings, most previous studies have focused primarily on purchase intention rather than actual purchase decisions. In addition, prior research has largely been conducted in different contexts, such as supermarkets, food service businesses, or local coffee shops in other cities, limiting the generalizability of the findings to international coffee chains. Empirical evidence examining how attitude, subjective norms, and perceived behavioral control directly influence purchase decisions among Starbucks consumers in Jakarta remains limited (Puspita, 2024). Therefore, this study addresses this research gap by investigating the direct effects of attitude, subjective norms, and perceived behavioral control on Starbucks consumers' purchase decisions in Jakarta using the Theory of Planned Behavior as the underlying theoretical framework.

RESEARCH METHODS

This study employed a quantitative research approach using descriptive and explanatory (verification) methods to examine the influence of attitude, subjective norms, and perceived behavioral control on purchase decisions among Starbucks consumers in Jakarta. Primary data were collected through a structured questionnaire developed based on the constructs of the Theory of Planned Behavior (Ajzen, 1991). The questionnaire measured respondents' perceptions

of attitude, subjective norms, perceived behavioral control, and purchase decisions using validated indicators from previous studies.

The target population comprised Starbucks consumers in Jakarta. Since the total population was unknown, the sample size was determined using the Lemeshow formula with a 90% confidence level and a 10% margin of error, resulting in a minimum sample requirement of 68 respondents. To improve data representativeness, this study collected responses from 100 respondents. A non-probability purposive sampling technique was employed, with respondents meeting the following criteria: (1) aged 20–35 years, (2) residing or actively conducting activities in Jakarta, (3) having purchased Starbucks products in Jakarta at least once within the previous six months, and (4) voluntarily participating in the survey.

Data were analyzed using IBM SPSS Statistics. The analysis included descriptive statistics to summarize respondent characteristics and research variables, reliability testing to assess the consistency of the measurement instrument, and multiple linear regression analysis to examine the effects of attitude, subjective norms, and perceived behavioral control on consumers purchase decisions.

RESULT AND DISCUSSION

Characteristic Of Respondents

Table 1 Characteristics Respondents

No.	Characteristics	Category	Frequency	Percentage
1	Gender	Male	33	33%
		Female	67	67%
		Total	100	100%
2	Age	20–25 Years	26	26%
		26–30 Years	49	49%
		31–35 Years	25	25%
		Total	100	100%
3	Occupation	Student	15	15%
		Full-time Employee	60	60%
		Part-time Employee	25	25%
		Total	100	100%
4	Starbucks Purchase Frequency	Less than once a week	10	10%
		1–2 times per week	55	55%

No.	Characteristics	Category	Frequency	Percentage
5	Monthly Income	3–4 times per week	25	25%
		More than 4 times per week	10	10%
		Total	100	100%
		< IDR 1,000,000	2	2%
		IDR 1,000,000–3,000,000	10	10%
		IDR 3,000,000–5,000,000	20	20%
		IDR 5,000,000–8,000,000	40	40%
		> IDR 8,000,000	28	28%
		Total	100	100%

Table 1 presents the demographic characteristics of the respondents who participated in this study. Female respondents accounted for the majority of the sample (67%), while male respondents represented 33%. In terms of age, most respondents were between 26 and 30 years old (49%), followed by those aged 20–25 years (26%) and 31–35 years (25%). These findings indicate that the sample was dominated by young adults, a demographic segment that constitutes one of Starbucks' primary consumer markets and is generally characterized by active consumption of coffee shop products and services.

Regarding occupation, the majority of respondents were full-time employees (60%), followed by part-time employees (25%) and students (15%). This distribution suggests that most respondents were economically active individuals with regular purchasing power, making them an appropriate group for evaluating consumer purchasing behavior. Their employment status also reflects frequent exposure to coffee shop consumption as part of their daily routines, whether for work, meetings, or leisure activities.

The results further show that 55% of respondents purchased Starbucks products one to two times per week, while 25% visited Starbucks three to four times per week. Only a small proportion reported purchasing less than once a week (10%) or more than four times a week (10%). This purchasing pattern indicates that the majority of respondents were regular Starbucks customers who had sufficient experience with the brand to provide reliable assessments of their attitudes, subjective norms, perceived behavioral control, and purchase decisions.

With respect to monthly income, the largest proportion of respondents earned IDR 5,000,000–8,000,000 (40%), followed by those earning more than IDR 8,000,000 (28%) and IDR 3,000,000–5,000,000 (20%). This income profile suggests that most respondents possessed moderate to high purchasing power, consistent with Starbucks' positioning as a premium coffee brand. Overall, the dominance of young, economically active, and frequent Starbucks consumers indicates that the sample was well suited for examining the influence of attitude, subjective norms, and perceived behavioral control on consumers' purchase decisions in Jakarta.

Validity and Reliability Test

Table 2 Validity Test Result

Variable	Number of Items	r-value Range	r-table	Result
Attitude	4	0.578–0.769	0.196	Valid
Subjective Norms	4	0.215–0.398	0.196	Valid
Perceived Behavioral Control	4	0.620–0.762	0.196	Valid
Purchase Decision	4	0.539–0.856	0.196	Valid

The validity test results indicate that all measurement items satisfied the validity requirements. The correlation coefficients for the attitude variable ranged from 0.578 to 0.769, subjective norms ranged from 0.215 to 0.398, perceived behavioral control ranged from 0.620 to 0.762, and purchase decision ranged from 0.539 to 0.856. Since all calculated correlation coefficients exceeded the critical r-table value of 0.196, all questionnaire items were considered valid. These findings confirm that the measurement instrument was appropriate for capturing the constructs of attitude, subjective norms, perceived behavioral control, and purchase decision, and therefore suitable for subsequent statistical analyses.

Table 3 Reability Test Result

Variable	Cronbach's Alpha	Threshold	Conclusion
Attitude (X1)	0.693	0.60	Reliable
Subjective Norms (X2)	0.634	0.60	Reliable
Perceived Behavioral Control (X3)	0.660	0.60	Reliable
Purchase Decision (Y)	0.763	0.60	Reliable

Table 3 shows that the Cronbach's Alpha values for Attitude, Subjective Norms, Perceived Behavioral Control, and Purchase Decision were 0.693, 0.634, 0.660, and 0.763, respectively. Since all Cronbach's Alpha values exceeded the recommended threshold of 0.60, all measurement scales were considered reliable and demonstrated acceptable internal consistency. These results indicate that the questionnaire items consistently measured their respective constructs and were therefore appropriate for subsequent statistical analysis (Hair et al., 2019).

Classical Assumption Tests

Table 4 Classical Assumption Tests Result

Assumption Test	Result	Conclusion
Normality (Kolmogorov-Smirnov)	Sig. = 0.200 (> 0.05)	Normally Distributed
Normality (Normal P-P Plot)	Data points follow the diagonal line Attitude = 0.861; Subjective Norms = 0.925; Perceived Behavioral Control = 0.854 (all tolerance > 0.10)	Normally Distributed
Multicollinearity	Attitude = 1.162; Subjective Norms = 1.081; Perceived Behavioral Control = 1.171 (all VIF < 10.00)	No. Multicollinearity
Heteroscedasticity (Scatter Plot)	Data points are randomly dispersed and do not form a specific pattern	No Heteroscedasticity

The results indicate that the regression model fulfilled the required classical assumptions. The residuals were found to be normally distributed, suggesting that the data adequately met the normality requirement. In addition, the absence of a specific pattern in the scatter plot indicates that the variance of the residuals remained relatively constant across observations. These findings suggest that the regression model is statistically appropriate and can be used to further examine the effect of independent variabel on purchasing decision.

Hypothesis Test

Table 5 Hypothesis Test Result

Variable	B	Beta	t-value	Sig.	Result
Attitude	0.300	0.240	3.004	0.003	Supported
Subjective Norms	0.164	0.185	2.400	0.018	Supported
Perceived Behavioral Control	0.499	0.491	6.132	<0.001	Supported

The hypothesis testing results indicate that attitude, subjective norms, and perceived behavioral control have positive and significant effects on purchase decisions among Starbucks

consumers in Jakarta. These findings suggest that consumers with more favorable attitudes toward Starbucks, stronger social influences from important others, and greater perceived control over the purchasing process are more likely to make purchase decisions. Among the three independent variables, perceived behavioral control demonstrates the strongest influence on purchase decisions, indicating that consumers' perceptions of convenience, capability, and access play a critical role in shaping their purchasing behavior. Overall, these results support the Theory of Planned Behavior (TPB), which posits that attitude, subjective norms, and perceived behavioral control are key determinants of individuals' behavioral decisions, including consumer purchase decisions.

Table 5 Coefficient Determinant Result

R	R²	Adjusted R²
0.689	0.475	0.459

The coefficient of determination results indicate that the independent variables attitude, subjective norms, and perceived behavioral control, collectively explain 47.5% of the variance in consumers' purchase decisions, as reflected by the R² value of 0.475. After adjusting for the number of predictors in the model, the Adjusted R² of 0.459 indicates that 45.9% of the variation in purchase decisions is explained by these three variables. The remaining 54.1% of the variance is attributable to other factors not included in this study, such as product quality, price, brand image, service quality, promotional activities, or other consumer-related factors. Furthermore, the R value of 0.689 indicates a moderately strong positive relationship between the independent variables and purchase decisions, suggesting that the proposed regression model has satisfactory explanatory power.

Discussion

The results demonstrate that attitude, subjective norms, and perceived behavioral control have positive and significant effects on Starbucks consumers' purchase decisions in Jakarta, supporting the Theory of Planned Behavior (TPB). According to TPB, consumers are more likely to engage in a particular behavior when they hold favorable evaluations of the behavior, perceive social support from important others, and believe they possess sufficient resources and opportunities to perform it. The findings of this study confirm that these three psychological and social factors jointly explain consumers' purchasing decisions in the context of an international coffee chain. Moreover, the coefficient of determination indicates that these variables explain 47.5% of the variation in purchase decisions, suggesting that TPB provides substantial explanatory power, although other factors outside the model also contribute to consumers' purchasing behavior.

The findings reveal that attitude positively influences purchase decisions, indicating that consumers with favorable perceptions of Starbucks are more likely to purchase its products. This result suggests that positive evaluations of the brand, including product attractiveness and overall consumption experience, contribute to consumers' willingness to choose Starbucks over competing coffee shops. Nevertheless, the descriptive analysis shows that respondents rated their overall positive perception of Starbucks higher than their assessment of product quality, implying that purchase decisions may also be influenced by brand image and consumption experience rather than product attributes alone. This finding is consistent with previous studies reporting that attitude is an important determinant of consumer behavior within the TPB framework (Angelina & Japariato, 2014).

Subjective norms also have a positive and significant effect on purchase decisions, indicating that social influence from family, friends, and peers contributes to consumers' decisions to purchase Starbucks products. The descriptive findings reveal that subjective norms received the highest mean score among the independent variables, suggesting that purchasing Starbucks is closely associated with social interaction and group activities. However, despite its high descriptive score, subjective norms exhibited the smallest regression coefficient, implying that social influence encourages purchase decisions but is not the strongest determinant once consumers make their final purchasing choice. This finding supports previous research by Budiman and Andriani (2021), which emphasized the importance of social influence in shaping consumer behavior within coffee shop settings.

Among the three predictors, perceived behavioral control exerts the strongest influence on purchase decisions. This finding suggests that consumers are more likely to purchase Starbucks products when they perceive the purchasing process as convenient and believe they have sufficient financial resources and access to do so. The respondent profile, dominated by full-time employees with moderate to high income levels, further supports this result, as these consumers generally possess greater purchasing autonomy. However, financial capability received the lowest score among the perceived behavioral control indicators, indicating that although Starbucks is widely accessible, affordability remains an important consideration affecting purchase frequency. This result reinforces the TPB proposition that behavioral decisions depend not only on favorable attitudes and social encouragement but also on consumers' perceived ability to perform the behavior.

From a managerial perspective, these findings suggest that Starbucks should continue strengthening positive consumer attitudes through consistent product quality and memorable customer experiences while simultaneously leveraging social influence through referral programs, community engagement, and group-oriented marketing activities. More importantly, because perceived behavioral control emerged as the strongest predictor, the company should prioritize strategies that reduce purchasing barriers, such as personalized promotions, digital ordering services, loyalty program optimization, and flexible purchasing options. Such initiatives

may enhance consumers' perceived convenience and purchasing capability, thereby increasing the likelihood of repeat purchase decisions.

Conclusions and Recommendations

Conclusion

This study concludes that attitude, subjective norms, and perceived behavioral control positively and significantly influence Starbucks consumers' purchase decisions in Jakarta, supporting the Theory of Planned Behavior (TPB). Among these variables, perceived behavioral control exerts the strongest influence, indicating that consumers are more likely to purchase Starbucks products when they perceive the purchasing process as convenient and believe they have sufficient financial resources and access to do so. Although respondents generally reported favorable attitudes toward Starbucks, their evaluation of product quality was comparatively lower, suggesting that strengthening consumers' perceptions of product quality remains essential to encourage more consistent purchasing behavior. The findings also reveal that subjective norms significantly affect purchase decisions, highlighting the role of family, friends, and social environments in shaping consumer behavior. However, compared with the other predictors, subjective norms exhibit the weakest effect, implying that social influence serves primarily as a supporting factor rather than the principal determinant of purchase decisions. Overall, these findings emphasize that while positive attitudes and social influences contribute to consumers' purchasing behavior, consumers' perceived ability and convenience in completing the purchase play the most critical role in determining their final purchase decisions.

Recommendations

Based on the findings of this study, several recommendations can be proposed. For Starbucks, the company should prioritize innovations that enhance consumers' perceived behavioral control by improving the convenience and accessibility of the purchasing process. Personalized loyalty programs, transaction-based promotional offers, and further optimization of digital ordering platforms may encourage more frequent purchases. In addition, Starbucks should strengthen the consistency of its product quality, as this aspect received the lowest evaluation within the attitude construct, indicating room for improvement in consumers' overall perceptions.

For practitioners in the coffee shop and food and beverage industries, business innovation should be directed toward reducing barriers throughout the customer journey. Companies are encouraged to better understand consumers' purchasing experiences by improving product accessibility, expanding payment options, enhancing digital services, and creating engaging social and consumption experiences. Such initiatives may strengthen consumers' purchase decisions by addressing both functional and psychological aspects of consumer behavior.

Future research is encouraged to incorporate additional variables that may influence purchase decisions, such as price, product quality, brand image, store atmosphere, service

quality, customer experience, and digital marketing activities. Expanding the study to different geographical locations and larger samples would improve the generalizability of the findings. Furthermore, employing mixed-methods research could provide deeper insights into the underlying motivations and decision-making processes of consumers when purchasing products from international coffee shop brands such as Starbucks.

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