



Lifestyle as a Mediator of Store Atmosphere, Work Facilities, and Café Visiting Decisions Among Urban Consumers

Yuswari Nur¹

¹Institut Teknologi dan Bisnis Nobel Indonesia

*Corresponding Author: Yuswari Nur

Email: yuswari@stienobel-indonesia.ac.id



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Abstract

This study examines the role of store atmosphere and work facilities in shaping café consumers' visiting decisions, with lifestyle as a mediating variable. A quantitative approach was adopted using structured survey questionnaires administered to 105 respondents in Makassar, South Sulawesi, Indonesia, who regularly use cafés for working, studying, or social interaction. Respondents were selected through purposive sampling, and the minimum sample size was determined based on the number of research indicators. Data were analysed using Structural Equation Modelling Partial Least Squares (SEM-PLS) with SmartPLS 4. The results show that store atmosphere has a positive and significant effect on both visiting decisions and lifestyle, while work facilities significantly influence lifestyle but do not directly affect visiting decisions. Lifestyle positively and significantly affects visiting decisions and mediates the relationships between store atmosphere, work facilities, and visiting decisions. These findings suggest that modern café consumer behaviour is shaped not only by functional aspects of café environments, but also by lifestyle formation, social experiences, and productive activities associated with the work-from-café phenomenon in urban communities.

Introduction

The café industry in Indonesia has undergone significant transformation in recent years, driven by the expansion of the urban middle class, accelerating urbanisation, and a fundamental shift in consumption patterns (Arviani & Purbantina, 2025; Mahmud et al., 2025; Grzegorzewski et al., 2026). And social identity among urban communities (Oktoriani, 2026). Contemporary cafés are no longer perceived merely as food and beverage outlets; they have become multifunctional social spaces that support interaction, productivity, and self-expression, particularly among younger generations (Opoku et al., 2023).

This transformation is most evident in the work-from-café (WFC) phenomenon, wherein consumers especially university students and young professionals increasingly select cafés as environments for working, studying, and conducting discussions (Kurnianto & Ardillah, 2025; Lim et al., 2025; Simkin & Schmidt, 2023). The appeal of these spaces extends beyond the quality of coffee or food; consumers seek comfortable atmospheres, reliable internet access, adequate work facilities, and an overall environment that supports productive activity (Nindhita et al., 2024). According to the latest report by Indonesia's Central Statistics Agency (BPS, 2025), individuals aged 16-30 account for 23.50% of the national population, or equivalent to approximately 66.83 million people, representing a substantial and strategically significant market segment for the café industry.

Store atmosphere and work facilities represent two of the most significant environmental stimuli influencing consumer behaviour in café settings (Nguyen & Nham, 2022; Hanafi et al.,

2025; Louis & Panggabean, 2026). Store atmosphere encompasses interior design, spatial layout, lighting, music, and ambient conditions elements that collectively shape consumers' emotional and perceptual responses (Kotler & Keller, 2022). Work facilities refer to service amenities such as Wi-Fi connectivity, power outlets, ergonomic seating, and workspaces supporting productive activity. Research has demonstrated that both factors serve as environmental cues capable of shaping consumer perceptions and preferences (Kurniawan & Fitriyah, 2024).

Lifestyle, defined as an individual's pattern of living as expressed through activities, interests, and opinions, functions as a critical psychological intermediary between environmental stimuli and consumer decision-making (Kotler & Keller, 2022; Schiffman & Wisenblit, 2019). Within the café industry, lifestyle is associated not only with functional needs but also with social identity and self-actualisation. The Stimulus Organism Response (SOR) framework provides a useful theoretical lens for understanding how environmental stimuli store atmosphere and work facilities influence consumers' psychological states, particularly lifestyle, which in turn shapes visiting decisions (Almaz & Suryawardani, 2026; Siahaan et al., 2025; Nailul & Thoyib, 2025).

Existing literature has produced inconsistent findings regarding the direct effects of store atmosphere and work facilities on visiting decisions (Tahiry et al., 2025; Agustin & Badi'ah, 2025; Singh & Yadav, 2025). Kurniawan and Fitriyah (2024) confirmed a significant direct effect of store atmosphere on visiting decisions, while Hendarto et al. (2023) reported mixed results. Furthermore, the role of work facilities as an independent construct within the Indonesian café industry remains underexplored, and previous studies have tended to position cafés primarily as consumption spaces rather than as productive social workspaces embedded in consumers' lifestyles (Nindhita et al., 2024).

The present study addresses these gaps by developing and empirically testing a model in which lifestyle mediates the relationships between store atmosphere, work facilities, and visiting decisions (Saputra & Komaladewi, 2025; Junipriansa & Disastra, 2025). By incorporating work facilities as a distinct predictor variable and positioning lifestyle as a mediating construct within the SOR framework, this study contributes to the understanding of work-from-café consumer behaviour in urban Indonesia. The findings are expected to enrich the marketing management and consumer behaviour literature, while also providing practical insights for café managers designing business strategies aligned with modern consumer lifestyles.

Methods

This study employed a quantitative approach to examine the relationships among store atmosphere, work facilities, lifestyle, and visiting decisions among café consumers in Makassar, South Sulawesi, Indonesia. Both direct and indirect relationships were analysed, with lifestyle positioned as a mediating variable. The study focused on consumers who use cafés as spaces for working, studying, discussions, and work-from-café activities, rather than on any specific café establishment.

The population consisted of café visitors in Makassar who had experience using cafés for productive or social activities. A non-probability purposive sampling approach was employed, with respondents selected based on three criteria: being at least 18 years of age, having visited a café more than once, and using cafés for productive or social activities. The minimum sample size was determined based on the number of research indicators, yielding a required minimum of 105 respondents, which was achieved through the distribution of structured questionnaires both online and offline.

All variables were measured using a five-point Likert scale ranging from strongly disagree to strongly agree. Store atmosphere was operationalised through five indicators covering interior design, spatial layout, lighting, music and ambiance, and environmental comfort. Work facilities were measured through six indicators addressing Wi-Fi availability, internet stability, power outlet access, workspace comfort, productivity-conducive environment, and workspace flexibility. Lifestyle was measured through five indicators relating to café socialisation activities, interest in café culture, preferences for working or studying in cafés, cafés as part of social identity, and attraction to café atmosphere. Visiting decisions were assessed through five indicators covering confidence in café selection, visiting preference, revisit intention, willingness to recommend, and perceived suitability for activity needs.

Data were analysed using Structural Equation Modelling Partial Least Squares (SEM-PLS) with SmartPLS 4, which is well-suited to complex models involving mediating variables and performs adequately with moderate sample sizes without requiring multivariate normality. The analysis proceeded in two stages: evaluation of the measurement model through convergent validity (outer loadings and AVE), discriminant validity (Fornell-Larcker criterion), and construct reliability (Composite Reliability and Cronbach's Alpha); and evaluation of the structural model through path coefficients, R^2 , effect size (f^2), predictive relevance (Q^2), and model fit (SRMR). The bootstrapping procedure with 5,000 sub-samples was used to assess the significance of direct and indirect effects, and mediation was tested through indirect effect analysis.

Result and Discussion

The research structural model illustrating the relationships among store atmosphere, work facilities, lifestyle, and visiting decisions is presented in Figure 1. The model demonstrates both direct and indirect relationships, with all factor loadings confirming that each indicator effectively reflects its respective construct.

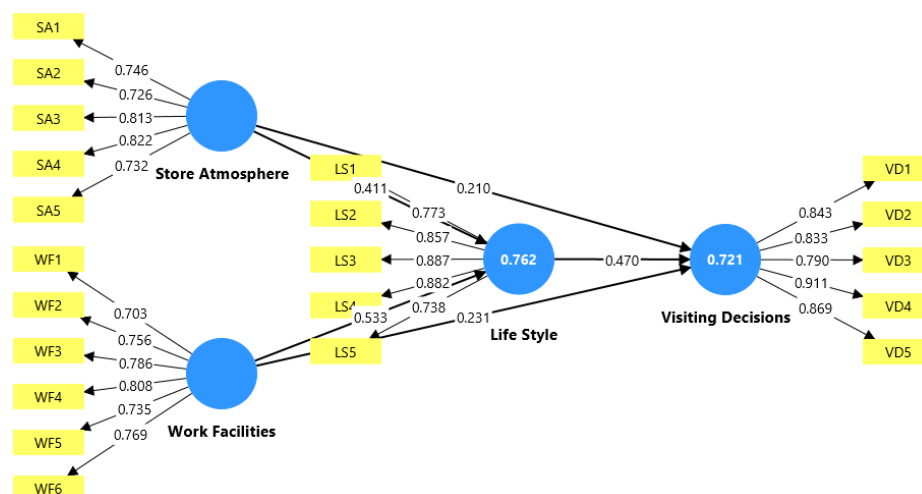


Figure 1. Research Structural Model

Table 1 presents the outer loading results for all indicators. All indicators recorded outer loading values exceeding 0.70, confirming that each indicator adequately reflects its respective construct and meets convergent validity criteria.

Table 1. Outer Loading

Variables	Indicator	Outer Loading	Information
Work Facilities	WF1	0.703	Valid

	WF2	0.756	Valid
	WF3	0.786	Valid
	WF4	0.808	Valid
	WF5	0.735	Valid
	WF6	0.769	Valid
Visiting Decision	VD1	0.843	Valid
	VD2	0.833	Valid
	VD3	0.790	Valid
	VD4	0.911	Valid
	VD5	0.869	Valid
Lifestyle	LS1	0.773	Valid
	LS2	0.857	Valid
	LS3	0.887	Valid
	LS4	0.882	Valid
	LS5	0.738	Valid
Store Atmosphere	SA1	0.746	Valid
	SA2	0.726	Valid
	SA3	0.813	Valid
	SA4	0.786	Valid
	SA5	0.765	Valid

Source: SmartPLS 4 data processing results (2026).

Table 2 presents the AVE, Composite Reliability, and Cronbach's Alpha values. All constructs achieved AVE values greater than 0.50, Composite Reliability values above 0.70, and Cronbach's Alpha values above 0.70, confirming adequate convergent validity and construct reliability. The visiting decision construct recorded the highest reliability values, with a Composite Reliability of 0.931 and a Cronbach's Alpha of 0.907.

Table 2. AVE, Composite Reliability, and Cronbach's Alpha

Variables	AVE	Composite Reliability	Cronbach's Alpha
Work Facilities	0.583	0.893	0.857
Visiting Decision	0.731	0.931	0.907
Lifestyle	0.684	0.915	0.884
Store Atmosphere	0.593	0.879	0.828

Source: SmartPLS 4 data processing results (2026).

Discriminant validity was assessed using the Fornell-Larcker Criterion, as presented in Table 3. The diagonal values represent the square root of the AVE for each construct. All diagonal values exceed their respective inter-construct correlations, confirming that discriminant validity is established across all constructs.

Table 3. Fornell-Larcker Criterion

Variables	Work Facilities	Visiting Decision	Lifestyle
Work Facilities	0.764		
Visiting Decision	0.612	0.855	
Lifestyle	0.701	0.738	0.827
Store Atmosphere	0.645	0.684	0.692

Source: SmartPLS 4 data processing results (2026).

Structural Model Evaluation

Table 4 presents the R^2 results. The lifestyle variable achieved an R^2 of 0.762, indicating that store atmosphere and work facilities collectively explain 76.2% of the variance in lifestyle. The visiting decision variable achieved an R^2 of 0.721, indicating that store atmosphere, work facilities, and lifestyle collectively explain 72.1% of the variance in visiting decisions. Both values fall within the strong category, demonstrating substantial explanatory power.

Table 4. R-Square

Endogenous Variable	R^2 / R^2 Adjusted	Category
Visiting Decision	0.721 / 0.713	Strong
Lifestyle	0.762 / 0.757	Strong

Source: SmartPLS 4 data processing results (2026).

Table 5 presents the effect size (f^2) results. Work facilities exhibit a large effect on lifestyle ($f^2 = 0.601$), and store atmosphere also exhibits a large effect on lifestyle ($f^2 = 0.358$), indicating that both constructs play important roles in shaping consumer lifestyles within the WFC context. Lifestyle exhibits a moderate effect on visiting decisions ($f^2 = 0.189$), while the direct effects of both work facilities and store atmosphere on visiting decisions are small ($f^2 = 0.060$ and 0.059, respectively).

Table 5. Effect Size (f^2)

Variable Relationship	f^2	Category
Work Facilities → Visiting Decision	0.060	Small
Work Facilities → Lifestyle	0.601	Large
Lifestyle → Visiting Decision	0.189	Moderate
Store Atmosphere → Visiting Decision	0.059	Small
Store Atmosphere → Lifestyle	0.358	Large

Source: SmartPLS 4 data processing results (2026).

Table 6 presents the predictive relevance (Q^2) results obtained via PLSpredict. All Q^2 predict values for the lifestyle and visiting decision indicators exceed zero, confirming adequate predictive capability of the structural model.

Table 6. Predictive Relevance (Q^2 predict)

Indicator	Q^2 predict	Indicator	Q^2 predict	Indicator	Q^2 predict
LS1	0.486	LS4	0.548	VD2	0.450
LS2	0.465	LS5	0.493	VD3	0.368
LS3	0.549	VD1	0.428	VD4	0.542
				VD5	0.438

Source: SmartPLS 4 data processing results (2026).

Table 7 presents the SRMR value of 0.089, which falls below the 0.10 threshold, confirming a good model fit.

Table 7. Model Fit (SRMR)

Model Fit Indicator	Value
SRMR	0.089

Source: SmartPLS 4 data processing results (2026).

Table 8 presents the direct effect results obtained through bootstrapping. Significance was determined at T-statistic > 1.96 and p-value < 0.05.

Table 8. Path Coefficients

Variable Relationship	β	T-Stat.	p-value	Result
Work Facilities → Visiting Decision	0.231	1.514	0.130	Not Significant
Work Facilities → Lifestyle	0.533	8.132	0.000	Significant
Lifestyle → Visiting Decision	0.470	3.921	0.000	Significant
Store Atmosphere → Visiting Decision	0.210	2.607	0.009	Significant
Store Atmosphere → Lifestyle	0.411	6.212	0.000	Significant

Source: SmartPLS 4 data processing results (2026).

Table 9 presents the indirect effect results examining the mediating role of lifestyle.

Table 9. Indirect Effects

Indirect Path	β	T-Stat.	p-value	Result
Work Facilities → Lifestyle → Visiting Decision	0.250	3.487	0.001	Significant
Store Atmosphere → Lifestyle → Visiting Decision	0.193	3.102	0.002	Significant

Source: SmartPLS 4 data processing results (2026).

The findings of this study provide several important insights into the dynamics of work-from-café consumer behaviour in urban Indonesia. Store atmosphere was found to exert a positive and significant direct effect on both visiting decisions and lifestyle, confirming its dual role as both a direct behavioural driver and a contributor to consumer lifestyle formation. These results are consistent with the store atmosphere theory advanced by Kotler and Keller (2022), which holds that carefully managed physical environments encompassing interior design, lighting, spatial layout, music, and ambient comfort produce emotional and evaluative responses that guide consumer behaviour. The significant effect of store atmosphere on lifestyle further aligns with the servicescape perspective, which posits that the physical service environment actively conditions social behaviour and lifestyle preferences. For WFC consumers, a well-curated atmosphere signals not merely aesthetic value but also the suitability of the space for sustained productive and social activity, making it a key element in the formation of modern urban café culture (Agustin et al., 2024; Revilla, 2026).

Work facilities, on the other hand, did not exert a significant direct effect on visiting decisions, but demonstrated the strongest effect on lifestyle among all predictor variables ($f^2 = 0.601$). This pattern is theoretically coherent within the SOR framework: environmental stimuli do not always produce direct behavioural outputs but instead operate through consumers' psychological states (Koay & Tey, 2025). The finding suggests that the functional value of Wi-Fi, power outlets, and comfortable workspaces lies primarily in their capacity to embed café attendance into consumers' productive daily routines shaping lifestyle rather than serving as immediate decision triggers. This is consistent with Nindhita et al. (2024), who observe that the WFC phenomenon has become culturally embedded in urban youth lifestyles, such that café visits are motivated by identity and habit as much as by any specific functional need. Once work facilities have shaped a consumer's lifestyle orientation toward cafés as productive social

spaces, visiting decisions follow naturally through the mediation pathway rather than through direct functional evaluation.

Lifestyle itself was confirmed as a positive and significant determinant of visiting decisions, with a moderate effect size ($f^2 = 0.189$). This finding underscores the centrality of lifestyle orientation in explaining WFC consumer behaviour and extends the lifestyle-behaviour framework of Plummer into the contemporary café consumption domain. When café attendance becomes integrated into a consumer's self-concept, social identity, and daily activity patterns, the decision to visit a particular café transcends purely rational or utilitarian calculations, reflecting instead an expression of personal values and social belonging (Schiffman & Wisenblit, 2019). This is consistent with Septiono and Sofiati (2026) and Meeptom and Kokkhangplu (2025), who demonstrate that modern coffee consumption decisions are substantially shaped by lifestyle orientations, emotional experiences, and social symbolism (Eldon & Waskita, 2025; Khan et al., 2025; Yuswono et al., 2026).

The mediation analysis reveals an important distinction between the two environmental stimuli examined in this study (Kılıç et al., 2025). For work facilities, the non-significant direct effect combined with a significant indirect effect through lifestyle ($\beta = 0.250$, $p = 0.001$) is consistent with full mediation: work facilities influence visiting decisions exclusively through their capacity to shape consumer lifestyles. For store atmosphere, both direct ($\beta = 0.210$, $p = 0.009$) and indirect effects ($\beta = 0.193$, $p = 0.002$) are significant, indicating partial mediation: atmospheric cues influence visiting decisions both directly through immediate affective and evaluative responses and indirectly, through lifestyle formation. This distinction carries practical significance for café managers: investment in work facilities will pay off in the long run by cultivating loyal, lifestyle-aligned consumers, while investment in store atmosphere yields more immediate returns in addition to longer-term lifestyle effects. Taken together, these findings affirm that lifestyle functions as the central psychological mechanism bridging the influence of the café's physical environment and consumers' visiting decisions, consistent with the SOR framework as applied in related servicescape research (Koay et al., 2025).

Conclusion

This study demonstrates that store atmosphere and work facilities play important yet distinct roles in shaping the lifestyle and visiting decisions of café consumers in Makassar. Store atmosphere exerts a positive and significant effect on both visiting decisions and lifestyle, while work facilities significantly influence lifestyle but do not directly affect visiting decisions. Lifestyle positively influences visiting decisions and fully mediates the work facilities visiting decisions relationship, while partially mediating the store atmosphere visiting decisions relationship. These findings confirm that modern café consumer behaviour is shaped not only by the functional characteristics of café environments but also by lifestyle formation, social identity, and the productive activities associated with the work-from-café phenomenon.

This study is subject to several limitations. The sample was confined to Makassar and selected through purposive non-probability sampling, which constrains the generalisability of the findings. The cross-sectional design also limits causal inference. Future research is encouraged to employ larger and more geographically diverse samples, to explore additional constructs such as customer experience, social influence, digital lifestyle, and service quality, and to adopt longitudinal designs to deepen understanding of the dynamic relationship between café environments and modern urban consumer behaviour.

Suggestion

Café managers are advised to invest strategically in both atmospheric design and work facilities, as these elements shape consumer lifestyle orientations that ultimately drive revisit behaviour and loyalty. Particular attention should be directed toward creating environments that align with the productive and social identity needs of younger urban consumers. Since work facilities exert their influence primarily through lifestyle rather than through direct decision-making, managers should frame these investments as long-term brand positioning tools rather than short-term traffic drivers.

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