



The Influence Of Attitudes, Subjective Norms And Behavioral Control On Purchasing Decisions: A Case Study At Otewe Kopi Surabaya

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How to Cite :

Pramudya, D. N., Setyadi, T., Syah, M. A. (2026). The Influence Of Attitudes, Subjective Norms And Behavioral Control On Purchasing Decisions: A Case Study At Otewe Kopi Surabaya . EKOMBIS REVIEW: Jurnal Ilmiah Ekonomi Dan Bisnis, 14(2). doi: <https://doi.org/10.37676/ekombis.v14i2>

ARTICLE HISTORY

Received [15 September 2025]

Revised [05 April 2026]

Accepted [24 April 2026]

KEYWORDS

Coffee, Theory Of Planned Behavior, Purcahed Decission.

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ABSTRACT

The development of coffee consumption in Indonesia has shown a significant increase over the past decade, particularly among urban communities and younger generations. Coffee is no longer merely perceived as a beverage but has become part of a lifestyle associated with social activities and productivity. This trend has fueled the rapid growth of the coffee shop industry, including Otewe Kopi Surabaya, which targets the young consumer segment. This study aims to analyze the influence of attitude, subjective norms, and perceived behavioral control on consumer purchase decisions at Otewe Kopi Surabaya. Employing the Theory of Planned Behavior (TPB) framework, this research adopts a quantitative approach through a survey method. Data were collected using questionnaires distributed to 96 respondents who were customers of Otewe Kopi. The results indicate that all constructs meet the criteria for convergent validity, discriminant validity, and reliability. The R^2 value of 0.677 reveals that 67.7% of the variance in purchase decisions can be explained by attitude, subjective norms, and perceived behavioral control. The study concludes that these three core variables of the TPB have a significant and positive influence on consumer purchase decisions. Theoretically, this study strengthens consumer behavior models from psychological and social perspectives, while practically providing insights for business practitioners to develop effective marketing strategies by fostering positive attitudes toward the brand, reinforcing supportive social norms, and enhancing perceptions of ease in purchase.

INTRODUCTION

Coffee consumption in Indonesia had experienced a significant increase over the past decade, reaching a national consumption level of 4.79 million bags or approximately 287 thousand tons (ICO & GoodStats, 2024). Around 71% of the population preferred purchasing coffee rather than brewing it at home, and per capita consumption rose from 1.0 kg in 2013 to 1.8 kg in 2023 (AEKI, 2023). This phenomenon reflected a shift in coffee from being merely a functional beverage to becoming a lifestyle component, particularly among young generations and urban communities (GoodStats, 2024). Regionally, East Java ranked among the provinces with the highest coffee consumption, amounting to 370 thousand tons per year (Kementan, 2023). Surabaya, as the provincial capital, demonstrated a consumption growth trend of 20% annually since 2019 (Apkrindo Jatim, 2023). Coffee was no longer consumed solely for its functional benefit of reducing drowsiness but also as a lifestyle symbol and a medium for social interaction in coffee shops (Azzahra et al., 2023; Toffin, 2019). This trend was further driven by social and emotional factors such as prestige, satisfaction, and the influence of popular culture (Gunawan, 2021).

Consumer behavior in coffee purchasing had thus become increasingly complex, influenced not only by quality and price but also by psychological, social, and emotional aspects. This condition required a comprehensive theoretical approach to explain such phenomena. One of the most relevant frameworks was the Theory of Planned Behavior (TPB) introduced by Ajzen (1991, 2005), which explained human behavior through three main factors. First, attitude, which referred to an individual's positive or negative evaluation of a specific behavior. Second, subjective norms, which referred to perceived social pressure from the surrounding environment to perform or avoid a certain action. Third, perceived behavioral control, which represented an individual's belief regarding their ability to manage or execute such behavior.

Several studies had confirmed the effectiveness of TPB in explaining consumer purchase intentions. Sasongko et al (2021) demonstrated that the three components of TPB significantly influenced the intention to purchase lifestyle-related products. Similarly, Mohammed (2024) found that attitude, subjective norms, and perceived behavioral control directly contributed to purchase decisions in the Middle Eastern coffee beverage market. These findings strengthened the relevance of applying TPB to the Indonesian coffee market context, particularly in Surabaya, a city characterized by its urban, competitive, and dynamic marketplace.

Otewe Kopi Surabaya was one of the local coffee shops that became relevant to study under the TPB framework. Established in 2020 and strategically located in the city center, Otewe Kopi targeted urban youth with high coffee consumption patterns. Within a short period, the coffee shop successfully built a loyal customer community through creative marketing strategies, a comfortable ambiance, and innovative products aligned with market trends. However, in an increasingly competitive coffee market, maintaining customer loyalty and strengthening purchase decisions posed significant challenges.

This study aimed to analyze and examine the influence of attitude, subjective norms, and perceived behavioral control on consumer purchase decisions at Otewe Kopi Surabaya. By employing the Theory of Planned Behavior (TPB) framework, the study was expected to provide theoretical contributions in enhancing the understanding of consumer behavior within the local coffee industry context. Furthermore, the findings were anticipated to yield practical implications by serving as a reference for Otewe Kopi and similar businesses in designing more effective marketing strategies that are relevant to consumer needs and responsive to the dynamics of the urban coffee market.

LITERATURE REVIEW

Theory of Planned Behavior (TPB)

Theory of Planned Behavior (TPB) was developed as an extension of the Theory of Reasoned Action (TRA), which had been introduced by Ajzen and Fishbein in 1975. TRA explained that an individual's behavioral intention was primarily determined by two factors: attitude toward the behavior and subjective norms (Fishbein & Ajzen, 1975). While TRA provided valuable insights into human decision-making processes, it assumed that individuals had complete volitional control over their actions, which limited its explanatory power in real-life contexts where external constraints often existed. To address this limitation, Ajzen (1991) introduced the Theory of Planned Behavior (TPB) by adding a third determinant, namely perceived behavioral control (PBC).

PBC referred to the extent to which individuals believed they possessed the necessary resources, opportunities, and abilities to perform a particular behavior. By incorporating this dimension, TPB expanded the predictive validity of TRA, as it acknowledged that behavior was not only influenced by personal attitudes and social pressures but also by individuals' perceptions of their capability to act under situational constraints. Since its development, TPB has been widely recognized as one of the most robust and comprehensive frameworks for understanding and predicting human behavior across diverse fields, including health, education, environmental studies, and consumer behavior (Ajzen, 2005; Conner & Armitage, 1998). Within the domain of consumer research, TPB has been particularly useful for explaining purchase intentions and decision-making processes, as it integrates psychological, social, and situational aspects into a single explanatory model. Several empirical studies have confirmed the effectiveness of TPB in predicting consumer choices, demonstrating that attitude, subjective norms, and perceived behavioral control jointly explain a significant proportion of variance in purchase intentions (Mohammed, 2024).

Purchase Decisions

The purchase decision was defined as the process by which consumers selected, evaluated, and ultimately acquired a product or service to satisfy their needs or desires. This process was not isolated but was shaped by the interplay of multiple factors. As noted by Sasongko et al (2021), four major determinants influenced consumer purchase decisions: personal, psychological, social, and cultural.

Personal factors, such as age, occupation, lifestyle, and economic conditions, determined purchasing power and product preferences; for instance, students generally opted for more affordable coffee products, whereas higher-income employees tended to prefer premium alternatives.

Psychological factors, including motivation, perception, learning, attitudes, and beliefs, influenced not only immediate purchase behavior but also long-term consumer loyalty. Social influences—family, reference groups, roles, and social status played a significant role, as peer recommendations and prevailing trends frequently encouraged brand choices. Cultural determinants, comprising culture, subculture, and social class, further shaped consumption patterns.

In collectivist contexts such as Indonesia, consumers were inclined to prioritize social conformity in purchase decisions, while differences in social class affected aspirations, access to resources, and preferences for premium products. Consequently, purchase decisions represented the outcome of a complex interaction between internal characteristics and external influences that collectively structured consumer behavior (Hosaini et al., 2020).

METHODS

This study was an explanatory research employing a quantitative approach through a survey using face-to-face interviews at Otewe Kopi Surabaya from May 12 to June 12, 2025. Respondents were selected using accidental sampling since the total population was unknown, with a final sample size of 100 respondents determined using the Lameshow formula. The research instrument was a structured questionnaire measuring attitude, subjective norms, and perceived behavioral control (independent variables) and purchase decision (dependent variable), using a 5-point Likert scale (1 = Strongly Disagree to 5 = Strongly Agree). Data were analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS) to simultaneously evaluate the measurement and structural models, ensuring construct validity, reliability, and predictive accuracy.

RESULTS

Validity Convergen

Convergent validity assessed whether the indicators of each construct accurately reflected the intended construct. The results showed that all factor loadings exceeded 0.7 and the Average Variance Extracted (AVE) values were above 0.5. This indicated that each construct in the study was able to explain more than 50% of the variance in its indicators, confirming that convergent validity was achieved.

Tabel 1 Convergent Validity Test

Variable	Indicator	Outer Loading	Composite Reliability	AVE
Attitude	S1	0,850	0.874	0.634
	S2	0,823		
	S3	0,826		
	S4	0,765		
	S5	0,805		
Subjective Norm	NS1	0,817	0.912	0.723
	NS2	0,878		
	NS3	0,782		
	NS4	0,747		
Perceived Behavioral Control	K1	0,914	0.882	0.652
	K2	0,764		
	K3	0,884		
	K4	0,832		
Purchaed Decision	KP1	0,777	0.908	0.663
	KP2	0,808		
	KP3	0,790		
	KP4	0,810		

Data Processing With SmartPLS

Supported by Ghozali and Latan (2015) and Hair et al. (2019), these findings ensured that consumer perceptions of Otewe Kopi were measured accurately. High convergent validity implied that consumers' opinions, perceptions, and experiences were faithfully reflected in the research results, thereby providing a solid basis for service improvement and strategy formulation. secara tepat dan dijadikan dasar dalam menyusun strategi atau perbaikan layanan. Validitas yang kuat memastikan

Deskriminan Validity Test

Discriminant validity, as part of construct validity, ensured that each construct in the model was unique and not overlapping with others. Following Kock and Lynn (2012, in Hirmawan, 2022), discriminant validity was confirmed when AVE values were higher than the correlations between latent variables.

Table 2. Fornell-Larcker Criterion

	Purchase Decision	Behavioural Control	Subjective Norms	Attitude
Purchase Decisions	0.796			
Behavioural Control	0.699	0.850		
Subjective Norms	0.578	0.516	0.807	
Attitudes	0.654	0.433	0.355	0.814

Data Processing With SmartPLS

Both the Fornell-Larcker criterion and the Heterotrait-Monotrait Ratio (HTMT) supported this requirement. The square roots of AVE were higher than the correlations with other constructs, and all HTMT values were below the threshold of 0.90. According to Hair (2019), HTMT values below 0.85 or 0.90 indicated good discriminant validity. Thus, the constructs in this study were considered distinct, ensuring that consumer perceptions, implications, and experiences regarding Otewe Kopi were measured accurately and without overlap. This accuracy allowed the formulation of service improvement strategies aligned with consumer needs.

Reliability Test

Reliability was tested using SmartPLS 4, with Cronbach's Alpha and Composite Reliability employed to assess the instrument. All values exceeded 0.7, indicating that the indicators within each construct consistently measured the intended variables.

Tabel 3 Reliability Test

Variable	Cronbach's Alpha	Composite Reliability (rho_a)	explanation
Attitude	0.879	0.884	Reliabel
Subjective Norm	0.822	0.821	Reliabel
Perceived Behavioral	0.821	0.836	Reliabel
Purchasing Decision	0.788	0.792	Reliabel

Data Processing With SmartPLS

These values indicated that the indicators used to measure each construct demonstrated good internal consistency and were reliable in representing the underlying latent variables. Therefore, it could be concluded that all constructs in the model were reliable, and the measurement instruments met the internal consistency requirements for SEM-PLS analysis (Ghozali, 2016).

This reliability provided a strong foundation for proceeding to the structural model (inner model) analysis with confidence that the instruments had been statistically validated. Furthermore, it reinforced the assurance that the instruments accurately and consistently

represented consumer behavior, ensuring that the findings reflected genuine patterns in respondents' attitudes and decision-making processes. Such robustness in measurement strengthened the credibility of subsequent analyses and supported the formulation of actionable insights for improving service quality, product offerings, and overall customer experience.

R² (R -Square)

In this study, R² was used to indicate the extent to which the variables of Attitude, Subjective Norm, and Perceived Behavioral Control explained the variance in consumers' Purchasing Decisions. The R² values can be observed in Table 5 below.

Tabel 4. R-Square

Variable	R-Square ()
Attitude (X1)	0,677
Subjective Norm (X2)	
Perceived Behavioral (X3)	
Purchasing Decision (Y)	

Data Processing With SmartPLS

The obtained R² value of 0.677 indicated that, collectively, Attitude, Subjective Norm, and Perceived Behavioral Control made a significant contribution to consumers' Purchasing Decisions. In other words, 67.7% of the variance in purchasing decisions could be explained by the combined influence of these three constructs, while the remaining 32.3% was affected by factors outside the scope of this study. According to Chin (1998), R² values of 0.67 or higher are categorized as strong, indicating that the model possesses high explanatory power for the dependent variable.

This strong explanatory capacity suggested that the structural model reliably captured the key determinants of consumer decision-making. For Otewe Kopi, these findings implied that business strategies could be tailored based on these influential factors to enhance marketing effectiveness, optimize resource allocation, and better meet consumer preferences. By understanding the relative impact of attitude, social norms, and behavioral control, the company could design more targeted promotional campaigns, improve customer engagement, and strengthen overall brand performance.

Q-Square (Predictive Relevance)

The Q² value of 0.677 indicated that the model possessed very strong predictive relevance. In the context of Structural Equation Modeling–Partial Least Squares (SEM-PLS) analysis, Q² is used to assess the model's ability to predict the dependent variable based on its independent variables. According to Hair et al. (2019), a Q² value greater than 0 signifies predictive relevance, with values closer to 1 indicating higher predictive accuracy for observed data. The obtained Q² of 0.677 was considered very good, as it approached the maximum value of 1.0, meaning that the model was able to explain and predict the majority of the variability in consumers' purchasing decisions with a high degree of accuracy.

Formula Q²

$$Q^2 = 1 - (1 - R^2) = 1 - (1 - 0.677) = 0.677$$

Hipotesys**Table 5. Hipotesys Test**

Hipotesys	Original sample (O)	T statistics	P values	Explanation
Attitude -> Purchase Decision	0.396	5.291	0.000	positive and significant
Subjective Norm -> Purchase Decision	0.224	2.844	0.004	positive and significant
Behavioral Control -> Purchase Decision	0.412	5.773	0.000	positive and significant

Data Processing With SmartPLS

Hypothesis testing in SEM-PLS aimed to assess the validity of the relationships between variables through the path coefficient values, which indicated both the direction and strength of the relationships. Significance was tested using bootstrapping with t-statistics and p-values. According to Ghazali (2016), a hypothesis was accepted if the t-statistic was ≥ 1.96 or the p-value was ≤ 0.05 ($\alpha = 0.05$), indicating a significant relationship. Conversely, if the t-statistic was < 1.96 or the p-value was > 0.05 , the relationship was considered not significant, and the hypothesis was rejected.

DISCUSSION

The results showed that Attitude had a significant positive effect on Purchasing Decisions, with a path coefficient of 0.396, t-statistic 5.291, and p-value 0.000. This indicated that favorable consumer attitudes toward Otewe Kopi—shaped by product quality, taste, ambiance, and service—substantially increased purchase likelihood. These findings supported Kotler and Keller (2016), who stated that attitudes originate from beliefs and preferences formed through experience and information, making them a key predictor of purchasing behavior. Subjective Norm also had a positive and significant influence (path coefficient 0.224, t-statistic 2.844, p-value 0.004), although its effect was weaker than Attitude (0.396). This finding highlighted that social influence from peers, family, and reference groups affected purchasing decisions, as consumers often visited Otewe Kopi for social interaction or to follow trends. These results were consistent with the Theory of Planned Behavior (Ajzen, 1991) and supported by Averina and Widagda (2021), who reported that subjective norms significantly influence purchase intention, though less strongly than attitudes.

The strongest effect was observed for Perceived Behavioral Control, with a path coefficient of 0.412, t-statistic 5.773, and p-value 0.000, indicating it was the dominant factor driving purchasing decisions. This supported Ajzen's (1991) assertion that perceived control directly affects intentions and behavior. When consumers perceived the purchase process as easy, affordable, and convenient, their likelihood of purchasing increased. Sari and Setiawan (2021) emphasized that higher perceived control enhances purchase probability. For Otewe Kopi, this implied the need to improve service accessibility, payment flexibility, product availability, and overall convenience to strengthen repeat purchases and brand loyalty.

CONCLUSION

Based on the research findings, it can be concluded that the three main variables within the Theory of Planned Behavior framework Attitude, Subjective Norm, and Perceived Behavioral Control had significant and positive effects on the purchasing decisions of Otewe Kopi products. Consumer Attitude contributed substantially, with a path coefficient of 0.396 and a significance

value of 0.000, indicating that the more positive consumers' perceptions of the product were, the higher their likelihood of making a purchase. Subjective Norm also had a significant effect (coefficient = 0.224; $p = 0.004$), suggesting that social influence from the surrounding environment contributed to purchasing behavior, although to a lesser extent than Attitude. Meanwhile, Perceived Behavioral Control exhibited the strongest effect (coefficient = 0.412; $p = 0.000$), demonstrating that consumers' perceptions of ease and ability to purchase were critical determinants of actual buying decisions. These findings reinforce the relevance of the Theory of Planned Behavior as an effective theoretical approach for understanding consumer behavior at Otewe Kopi, particularly among the young demographic that dominated the respondent sample.

SUGGESTION

This research had several limitations. Data were collected from a single coffee shop with a sample dominated by young students, limiting generalizability. The study relied on self-reported questionnaires, which may be subject to bias and only three predictors of the Theory of Planned Behavior were examined, leaving out other potential factors such as brand loyalty, promotions, or cultural preferences. Future studies could expand by including multiple locations, more diverse demographics, additional variables, and longitudinal designs to better understand consumer behavior over time.

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