EXPLORING THE RELATIONSHIP BETWEEN SOCIAL MEDIA ENGAGEMENT, LIFESTYLE, COFFEE CULTURE TO CAFÉ VISIT INTENSITY AMONG STUDENTS

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ABSTRACT

This study investigates the relationship between Social Media Engagement, Lifestyle, and Coffee Culture on Café Visit Intensity among university students. Using a quantitative explanatory design, data were collected from 100 respondents at the University of Putera Batam and analyzed through multiple regression. The results reveal that Social Media Engagement and Coffee Culture significantly and positively influence Café Visit Intensity, whereas Lifestyle demonstrates no significant effect. Furthermore, the combined model indicates a statistically significant joint influence of all three variables on café visitation behavior. These findings contribute to the understanding of digital-mediated consumption among youth and highlight the importance of social and cultural factors in shaping students' behavioral patterns toward café visitation in urban contexts.

*Keywords: **Social Media Engagement; Lifestyle; Coffee Culture; Café Visit Intensity***

INTRODUCTION

The rapid development of social media platforms has profoundly transformed how young people including university students construct their identities, engage in social interactions, and shape consumption patterns. Social media no longer merely functions as a communication channel; platforms such as Instagram and TikTok actively shape aesthetic preferences, social norms, and exposure to particular lifestyles, often constructed through visual content and influencer recommendations. Studies have shown that marketing activities and interactions on Instagram can strengthen customer-based brand equity and influence consumers' visit intentions to food and beverage venues through user engagement mechanisms (Park & Namkung, 2022).

Within the context of urban youth, the phenomenon of coffee culture has evolved into more than just beverage consumptionit has become a social space, an aesthetic stage, and a medium for identity expression. Modern cafés offer experiences that integrate product aspects (taste), atmosphere, and visual aesthetics that are easily reproduced on social media (photos and videos). A systematic review of the literature on coffee consumption and coffee tourism emphasizes that coffee culture encompasses a broad domain of consumption, including social experiences and symbolic meanings that capture the attention of younger generations (Setiyorini et al., 2022).

Students, as a demographic group highly active on social media, tend to respond to visual stimuli and endorsements that promote cafés as "Instagrammable" or socially relevant venues. The mechanism of foodstagramming—the practice of photographing, uploading, and reviewing food and beverages on social platforms—has been identified as a consumer behavior that shapes preferences and stimulates visit decisions to culinary destinations and cafés. Empirical studies on this mechanism have demonstrated the linkage between food and beverage content-sharing behavior and consumer responses toward culinary destinations (Aureliano-Silva et al., 2021).

From the perspective of social influence theory, interactions on social media also introduce normative and informational dimensions that affect consumption choices. The dynamics of social influence through electronic word-of-mouth (eWOM), user reviews, and influencer activities can alter perceived value and consumption-related behavioral intentions, including the frequency of café visits. This implies that social media engagement not only impacts short-term interest but can also establish recurring visit patterns when the café experience aligns with the online image projected by consumers (Shah & Asghar, 2023).

Furthermore, the interaction between students' lifestyles and coffee culture deserves careful attention. The digital-era lifestyle frequently encompasses aspects of aesthetic aspiration, networking needs, and the search for alternative learning or working spaces all of which make cafés a popular choice among students. Case studies in the restaurant and café sectors confirm that interactions built through Instagram such as responses, comments, and interactive content can enhance customer engagement and increase the likelihood of physical visits. In other words, social media engagement can act as a stimulus that transforms digital intentions into tangible behavior actual café visits (Alboji et al., 2024).

Given the existing literature gap particularly regarding how social media engagement, student lifestyle, and coffee culture simultaneously contribute to café visit intensity this study aims to fill that gap by examining the relationships among these variables comprehensively. Focusing on university students is crucial, as they represent a consumer segment highly influenced by digital trends while also serving as primary users of café spaces for both social and functional purposes. The findings of this study are expected to contribute theoretically to the literature on consumer behavior and digital media, as well as offer practical implications for café managers in designing effective branding strategies and experiential marketing tailored to the student segment.

LITERATURE REVIEW
Social Media Engagement

Social media engagement (SME) has emerged as a central construct in contemporary consumer behavior research, particularly within contexts where visual appeal and social signaling matter such as cafés and other foodservice venues. SME encompasses behavioral, cognitive, and affective interactions users have with social media content and brands (e.g., likes, comments, shares, saves, direct messages, and time spent interacting). The construct is theorized to operate both as a stimulus that shapes users' internal states (organism) and as a predictor of subsequent behavioral responses, including visit intentions and actual patronage (stimulus organism response framework). Empirical work in the hospitality and restaurant literature supports SME's capacity to strengthen online relationships and to translate digital interactions into physical visits. (Alboji, M et al., 2024).

A particularly salient mechanism through which SME influences café visits is visual content sharing, commonly labeled foodstagramming (i.e., photographing, posting, and evaluating food/beverage experiences on platforms such as Instagram). Foodstagramming operates as both a self-presentational practice and a social proofing mechanism: visually appealing posts increase perceived goal relevance and mimicking desire among observers, thereby raising the probability of subsequent visits to the featured venue. Recent theoretical and empirical studies find that post attributes vicarious expression, aesthetic appeal, and post popularity affect users' desire to replicate the experience, mediating the link from online exposure to visit intention (Lin, B et al., 2024). Students constitute a relevant population for SME→visit behavior research for three reasons. First, they are intensive social media users and early adopters of platform-driven trends, making them more susceptible to visually framed cues and peer influence. Second, cafés serve multifunctional roles for students socializing, studying, freelancing so that online portrayals of cafés as "Instagrammable" or conducive to study/work are likely to map onto students' lifestyle needs. Third, peer networks and normative pressures among students amplify eWOM and mimicking behaviors. Local and regional studies focusing on youth consumption, coffee culture, and student lifestyles corroborate that peer influence, social norms, and aesthetic motivations are strong predictors of café visitation among younger cohorts (Destriana, N. M et al., 2020). Several empirical papers lend quantitative support to the SME → visit intensity pathway. For example, research applying the SOR model finds that Instagram interactions enhance customer engagement and customer involvement, which mediate the effect on visit intentions in restaurant contexts. Complementary studies demonstrate that social media marketing activities and branded content increase brand awareness and experiential expectations, thereby producing higher visit intentions and revisit propensity among target audiences.

Meta-analytic and systematic review work in tourism and hospitality further highlight that visual social media content triggers mental imagery and place attachment processes that are antecedent to visitation (Alboji, M et al., 2024). Despite convergent evidence, notable gaps remain. First, most extant studies examine visit intention or single-occasion interest rather than visit intensity (operationalized as visit frequency, regularity, and average duration). Second, while many studies focus on general consumers or tourists, fewer isolate university students as a distinct cohort whose lifestyle motives (e.g., study space needs, peer display, budget constraints) may moderate SME effects. Third, there is limited integrative work that concurrently models SME, student lifestyle constructs (e.g., aesthetic aspiration, networking orientation, study-as-third-place needs), and coffee culture attributes (atmosphere, product quality, Instagram) to predict visit intensity. Addressing these gaps requires designs that measure behavioral outcomes longitudinally (to capture frequency) and that test mediation/moderation pathways (e.g., mimicry and goal relevance mediators; lifestyle and perceived value moderators). (Xiong, X et al., 2023). In sum, the literature converges on the view that SME through visual posting practices, influencer endorsements, and interactive branded content constitutes a powerful antecedent of visit intentions for cafés.

Translating that intention into sustained visit intensity among students, however, likely depends on how well the in-venue experience matches the online image, how peer and lifestyle motives interact with SME cues, and whether the social media content stimulates repeated behavioral adoption rather than one-off trial. The present study therefore aims to fill the empirical lacuna by explicitly modeling SME, student lifestyle, and coffee culture attributes as joint predictors of café visit intensity in a

student population.

Lifestyle

In consumer studies, lifestyle refers to a pattern of living expressed through activities, interests, and opinions an encompassing construct that integrates values, social identity, and habitual behaviors (Holbrook; Slater et al., foundational work). For hospitality research, lifestyle is operationalized as a set of motivations and preferences that shape venue selection, time allocation, and consumption frequency. In the café context, lifestyle captures students' aesthetic aspirations, social habits (e.g., meeting friends, networking), instrumental needs (study/workspace), and leisure orientations that collectively determine how often and how long they patronize cafés. Two complementary theoretical perspectives explain why lifestyle drives café visit intensity. First, the Stimulus–Organism–Response (SOR) framework posits that environmental and social stimuli (e.g., café atmosphere, peer norms) influence internal states (organism: attitudes, perceived fit with one's lifestyle), which then trigger behavioral responses (response: visit frequency and duration).

Empirical hospitality studies show atmosphere and perceived experiential fit as mediators between lifestyle-relevant stimuli and visitation outcomes (Jalil, N. A. A et al., 2016). Second, social identity and lifestyle-congruence theories argue that consumers select venues that affirm and display their group identities. For students, cafés function as symbolic spaces where lifestyle expression (aesthetic tastes, intellectual identity, or social status) is performed and observed; this symbolic function motivates repeated visits and extended stays as identity enactment. Several qualitative and mixed-methods studies identify cafés as "sites of lifestyle performance" among urban youth places to socialize, study, or be seen thereby linking identity motives to higher visit intensity (Hidayat, W., 2022). A growing body of applied research especially within Indonesian and regional contexts reports positive and significant relationships between lifestyle indicators and coffee shop purchasing or visitation decisions. For instance, field studies in local communities (e.g., Blora, Malang) find that lifestyle variables significantly influence students' purchasing decisions and visitation behavior at modern coffee shops, often alongside product attractiveness and service quality. These studies typically report lifestyle as a strong predictor of both the choice to visit and the likelihood of repeat visits Aprillia, D. R., & Mustofa, R. H., 2022).

Qualitative research focused on student motives for using cafés as study spaces highlights instrumental lifestyle needs (quiet spaces, Wi-Fi, outlets) and hedonic needs (ambience, aesthetic backdrop) as co-drivers of frequency of visits. Phenomenological studies of students who work or study in cafés emphasize that the café's functional suitability for study, combined with its alignment to students' lifestyle preferences, explains habitual visiting patterns (Kurnianto, G. W., & Ardillah, R. T. R., 2025). The link between lifestyle and visit intensity is rarely direct; it is often mediated or moderated by café attributes. Atmosphere (comfort, design, acoustics), perceived product/service quality, and perceived consumer value (intrinsic and extrinsic) are repeatedly found to condition lifestyle effects on behavior. Studies show that attractive atmospheres and perceived high experiential value strengthen the lifestyle → repeat-visit relationship, while price sensitivity moderate frequency among budget-constrained students. Research also indicates that loyalty programs and student discounts can convert lifestyle-driven interest into increased visit frequency (Tarigan et al., 2020).

Students use cafés for multifunctional purposes socializing, studying, freelancing making this group uniquely responsive to lifestyle cues that emphasize utility and symbolism simultaneously. Peer influence and campus networks amplify lifestyle effects: if a café becomes embedded within student social circuits, frequency increases through normative pressure and convenience. Local surveys show that for many students, frequency remains occasional for economic reasons, but where cafés align with lifestyle goals (aesthetic, functional, social), visit intensity rises markedly (Mazzeo, H et al., 2025).

Coffee Culture

"Coffee culture" is a multi-dimensional construct that encompasses not only the consumption of coffee as a beverage but also the social meanings, rituals, aesthetics, spatial practices, and symbolic values attached to coffee and coffee-consuming sites. Contemporary coffee culture includes product attributes (taste and quality), place attributes (atmosphere, design, third-place functionality), and symbolic/performative aspects (identity display, social belonging, and visual self-presentation). Conceptual treatments emphasize that cafés function as experience spaces where consumption is embedded in social practices and symbolic meanings rather than being purely utilitarian (Vu, O. T. K et al., 2025). Two theoretical streams commonly explain how coffee culture translates into repeated patronage (visit intensity: frequency, regularity, and duration). First, the experience economy perspective argues that consumers seek memorable experiences; cafés that successfully co-create pleasurable, aesthetically rich experiences encourage repeat visits and longer stays because they satisfy hedonic and symbolic needs.

Empirical work in Southeast Asian coffee markets illustrates how experience co-creation is central to the 'ideal coffee shop' and is strongly associated with behavioral intentions (Vu, O. T. K et al., 2025). Second, third-place and social practice theories posit that cafés operate as alternative public spheres "third places" where social interaction, informal learning, and identity performance occur. For students, cafés often serve multifunctional roles (study, socializing, remote work), and when a café aligns with these functions and the prevailing youth lifestyle, it becomes embedded in daily routines and social networks; such embedding drives higher visit intensity through convenience, network effects, and normative reinforcement. Qualitative and observational studies show that students frequently adopt cafés as habitual study or social spaces when these places meet their practical and symbolic requirements (Luu, T. Q., & Westh, W., 2023).

Research consistently finds that three café attributes mediate the coffee-culture → visit intensity link. (1) Atmosphere (interior design, comfort, acoustics, lighting) creates affordances for both study and socializing; attractive atmosphere increases dwell time and revisit probability. (2) Multifunctionality (reliable Wi-Fi, power outlets, quiet corners) meets students' instrumental needs and therefore supports repeated visits. (3) Perceived authenticity and uniqueness (local identity, artisanal coffee practices) amplify symbolic attachment and support habitual patronage by offering distinctive identity resources. Studies in Vietnam and broader tourism/coffee research highlight atmosphere and multifunctionality as strong antecedents of place attachment and revisit intention (Vu, O. T. K et al., 2025). Coffee culture today is heavily mediated by social media: café aesthetics (so-called "Instagrammability"), photogenic menu items, and shareable interior moments reinforce symbolic value and broaden social visibility. The visibility created online can convert episodic visits into habitual patterns when students seek both the in-venue utility (study, meeting) and the social reward of being seen or represented

online. Research on coffee-tourist attractions and studies linking social media marketing to café revisit intentions demonstrate that online representations amplify the cultural appeal of cafés and can increase actual visitation among digitally active cohorts (Ibrahim, B et al., 2021).

Empirical surveys and qualitative studies focusing on university students indicate that coffee culture influences students' café choice and frequency in multiple, interacting ways. Students report visiting cafés for both hedonic reasons (ambience, leisure, social bonding) and utilitarian reasons (study, group work, internet access); where cafés satisfy both sets of needs, visit frequency and duration increase. Cross-sectional and case studies within university populations show that coffee culture dimensions atmosphere, perceived sociability, and functional amenities are significant predictors of visit intention and self-reported frequency. However, many studies measure intention rather than objective visit intensity, and few adopt longitudinal or behavioral tracking to capture habitual patterns et al., 2022). Several contextual moderators shape the strength of the coffee culture → visit intensity relationship for students. Economic constraints (student budgets) moderate frequency students may value a café's culture but visit less often if prices are high. Proximity and campus integration increase visit intensity by lowering search and travel costs. Peer embedding (whether the café is part of social circuits) amplifies repeat visits via normative influence. Lastly, service consistency and the match between online image and in-venue experience determine whether socially driven trial visits convert into sustained patronage (Lee, W. O., 2009).

Café Visit Intensity

Coffee shops have transcended their primary role as purveyors of caffeine to become significant "third places" for university Students social environments distinct from the "first place" (home) and "second place" (work or university) (Oldenburg, 1989). For the student population, these establishments function as hybrid spaces for socialization, leisure, and, most critically, academic work. The frequency with which students visit these venues is a key metric for understanding their lifestyle, study habits, and consumer behavior. This literature review synthesizes findings from Scopus-indexed journals to explore the patterns and determinants of coffee shop visitation frequency among university students, highlighting its connection to academic demands, social needs, and the physical environment.

Research consistently indicates that university students are frequent patrons of coffee shops. A study conducted in Indonesia found that a significant majority of students visited coffee shops regularly, with a primary motivation being the need for a conducive environment to complete academic assignments (Pradana et al., 2023). This suggests that the frequency of visits is closely tied to the academic calendar, peaking during examination periods and project deadlines. The coffee shop serves as an extension of the campus library, offering a less formal and more stimulating atmosphere for prolonged study sessions. The link between coffee consumption, a key driver of visitation, and academic performance further reinforces this pattern. A study among medical students in Saudi Arabia revealed that high coffee consumption was prevalent, with students explicitly using it to increase alertness and cope with academic stress (AlFaris et al., 2021). While this study focused on consumption rather than venue, it logically follows that a substantial portion of this consumption occurs within coffee shops, contributing to visit frequency. The need for caffeine as a cognitive aid and the search for a study-conducive environment are thus intertwined motivators that drive recurrent visits.

Beyond academic necessities, the social dimension of coffee shops is a powerful attractor. The "third place" theory posits that these spaces offer neutral ground for informal social interaction and community building. For students, often navigating a new city or social circle, coffee shops provide a low-pressure setting to meet friends, socialize, and build networks. The frequency of visits is therefore not solely a function of academic workload but also of a student's desire for social connection and community engagement. Furthermore, the motivation to visit is increasingly influenced by experiential factors. Research has shown that elements such as the ambiance, interior design, and overall atmosphere of a coffee shop are significant pull factors (Pradana & Lestari, 2022). Students are drawn to venues that offer a comfortable, aesthetically pleasing, and WiFi-enabled environment where they can work, relax, or socialize for extended periods. This "coffee shop experience" becomes a value proposition in itself, encouraging repeat visits. The availability of diverse menu options, including non-coffee beverages and food items, also contributes to the venue's appeal and the likelihood of frequent patronage (Pradana et al., 2023). The frequency of visits is also a subject of consumer behavior analysis. Studies have investigated how service quality, brand image, and customer satisfaction influence student loyalty and, by extension, their visitation patterns. A positive experience, characterized by fast service, friendly staff, and consistent product quality, is crucial for transforming a first-time visitor into a regular one (Pradana & Lestari, 2022). In competitive urban environments with numerous coffee shop options, these factors become key determinants of which establishments students frequent most often.

In summary, the literature confirms that university students are a core demographic for coffee shops, with a high baseline frequency of visits. This behavior is driven by a combination of potent factors: the imperative for a conducive academic workspace outside the home and campus, the need for caffeine to manage demanding schedules, the desire for social interaction in a "third place," and the attraction to the overall experiential ambiance of the venue. Future research could benefit from more longitudinal studies to track how visitation frequency fluctuates in response to specific academic pressures and from cross-cultural comparisons to understand how these patterns vary globally. Nonetheless, it is clear that the university student's relationship with the coffee shop is a multifaceted phenomenon rooted in both pragmatic need and psychosocial desire.

METHODS

Grounded in an explanatory research design (Bryman & Bell, 2022), this study quantitatively examines the cause-and-effect dynamics of social media engagement, lifestyle, and coffee culture on students' café visit intensity. The research utilized a cluster sampling technique to gather data from 100 students at the University of Putera Batam. Primary data were obtained through a survey conducted between September 22 and October 31, 2025. In line with standard methodological practices (Sekaran & Bougie, 2016), the collected data were analyzed using SPSS for hypothesis testing, following a structured process of variable operationalization (Hair et al., 2019).
Based on the constructed causal diagram, the following causal hypotheses can be derived:
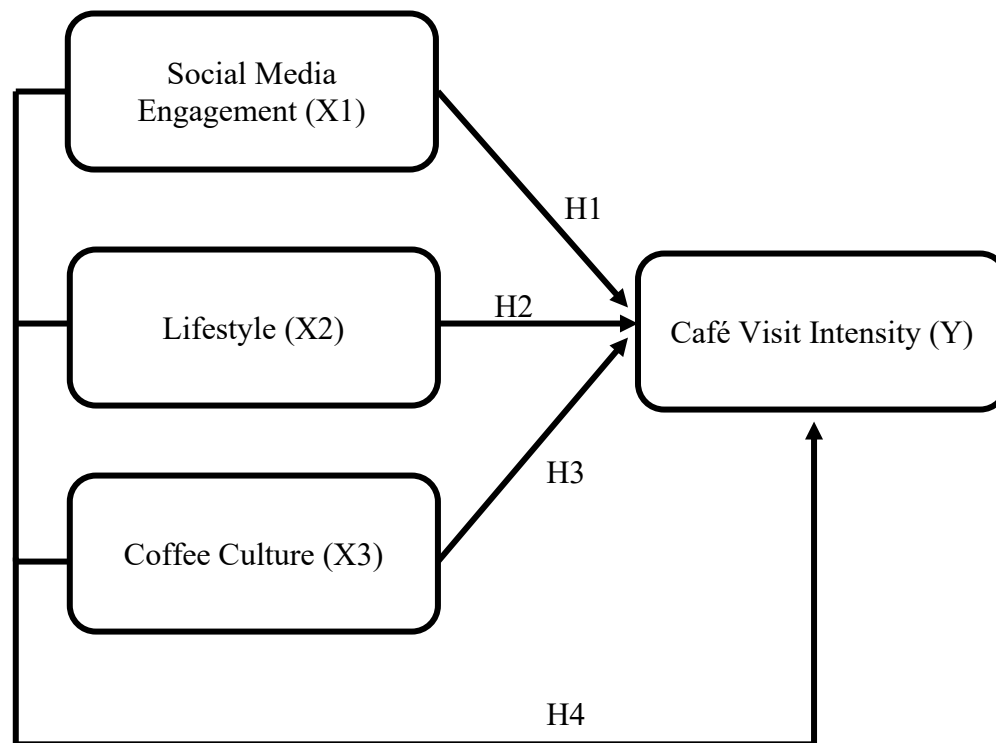
Picture 1. Building Construct Hypotheses

H1: Higher levels of social media engagement predict greater café visit intensity, suggesting that digital interactions influence physical social and consumption behaviors.

H2: Students who espouse a lifestyle characterized by social connectivity and out-of-home leisure activities will demonstrate a significantly greater intensity of café visits.

H3: Students who are deeply embedded in the social practices and values of coffee culture report a significantly greater intensity of café visits.

H4: It is hypothesized that the combined model of psychosocial drivers comprising social media engagement, a modern lifestyle, and coffee culture will significantly explain a positive variance in the frequency of student visits to cafés.

RESULTS AND DISCUSSION
Validity Test

Table 1 Validity Test Results Social Media Engagement (X1)

Variabel	B	Std. Error	Beta	t	Sig.
Constant	1.460	1.292	—	1.130	.261
Social Media Engagement	0.305	0.087	0.282	3.545	.001

Source: SPSS 25 Data Output Results 2025

To establish the construct validity of the "Social Media Engagement" indicator, Pearson's correlation coefficients were calculated for its constituent elements (X1.1 to X1.5). The results, detailed in Table 1, show a range of r = 0.386 to 0.804. A comparison with the critical r-value of 0.1966 (for α = 0.05, df = n-2) confirmed that all correlations were statistically significant (p < 0.05). This finding provides robust evidence for the validity of the indicator, confirming that its elements are effective measures of the underlying theoretical construct.

Table 2 Validity Test Results Lifestyle (X2)

Question	R count	R table	Description
1	0.36	0.1966	Valid
2	0.08	0.1966	Valid
3	0.92	0.1966	Valid
4	0.07	0.1966	Valid
5	0.34	0.1966	Valid

Source: SPSS 25 Data Output Results 2025

The construct validity of the "automated promotional content creation" indicator was assessed, following the analytical procedure established for the "Lifestyle" indicator, via Pearson's correlation. As presented in Table 2, the correlation coefficients for elements X2.1 to X2.5 all surpassed the established critical value of 0.1966 for statistical significance ($\alpha = 0.05$, df = n-2). The significance of all item-total correlations substantiates the validity of the construct, indicating that the elements collectively represent the theoretical domain of "Lifestyle."

Table 3 Validity Test Results Coffee Culture (X3)

Question	R count	R table	Description
1	14	0.1966	Valid
2	67	0.1966	Valid
3	98	0.1966	Valid
4	72	0.1966	Valid
5	76	0.1966	Valid

Source: SPSS 25 Data Output Results 2025

Mirroring the approach for prior indicators, Pearson's correlation was employed to evaluate the construct validity of the "coffee culture" indicators. As summarized in Table 3, the analysis yielded r-values from 0.612 to 0.899 for the constituent elements (X3.1 to X3.5). Given that all coefficients surpassed the critical threshold of 0.1966 (for a significance level of $\alpha = 0.05$ with n-2 degrees of freedom), each element demonstrates a statistically significant correlation with the overall indicator. Consequently, the collective findings provide strong evidence for the validity of the construct.

Table 4. Validity Test Result Café Visit Intensity (Y)

Question	R count	R table	Description
1	99	0.1966	Valid
2	58	0.1966	Valid
3	56	0.1966	Valid
4	78	0.1966	Valid
5	47	0.1966	Valid

Source: SPSS 25 Data Output Results 2025

Pearson's correlation was employed to evaluate the construct validity of the items measuring "Café Visit Intensity." The analysis, detailed in Table 4, confirmed that all item-total correlations (r = 0.555 to 0.777) were statistically significant, as each surpassed the critical value of 0.1966. While items Y.4 and Y.5 exhibited the most robust relationships with

the construct, the significant yet comparatively moderate correlations of items Y.1, Y.2, and Y.3 still support the overall validity of the indicator, suggesting they capture distinct but relevant facets of café visit intensity.

Reliability Test

Table 5. Results of Reliability Test

No	Variabel	Cronbach's Alpha	Description
1	Social Media Engagement	0,818	Reliable
2	Lifestyle	0,920	Reliable
3	Coffee Culture	0,915	Reliable
4	Café Visit Intensity	0,849	Reliable

Reliability analysis was conducted to assess the internal consistency of the measurement scales via Cronbach's alpha. The results, presented in Table 5, indicate excellent reliability for all constructs. The alpha coefficients ranged from 0.818 to 0.920, surpassing the widely accepted benchmark of 0.70 for established scales (Nunnally & Bernstein, 1994). Consequently, the scales for Social Media Engagement, Lifestyle, Coffee Culture, and Café Visit Intensity are deemed highly reliable for this research.

Multicollinearity

Table 6. Result of Multicollinearity

Variabel	Tolerance	VIF
Social Media Engagement (X_1)	0.483	2.068
Lifestyle (X_2)	0.413	2.422
Coffee Culture (X_3)	0.367	2.722

a. Dependent Variable: Café Visit Intensity

To diagnose multicollinearity, the variance inflation factor (VIF) and tolerance statistics were examined. The data in Table 6 indicate that for all independent variables, the VIF values are well below the critical level of 10, and tolerance values are above the common cutoff of 0.10. This demonstrates that the correlations between the predictors are within acceptable limits, thereby ensuring the robustness of the regression coefficients and the reliability of the model.

Hypothesis Testing
T-test

Tabel 7. T-test of X1 to Y

Variabel	B	Std. Error	Beta	t	Sig.
Constant	1.460	1.292	—	1.130	.261
Social Media Engagement	0.305	0.087	0.282	3.545	.001

a. Dependent Variabel: Café Visit Intensity

The proposed relationship between Social Media Engagement (X_1) and Café Visit Intensity (Y) was examined through regression analysis. The empirical results, as summarized in table 7 (insert table here), reveal a statistically significant positive effect ($\beta = 0.282$, $p < 0.05$). Several key findings substantiate this conclusion:

1. The regression coefficient (β) for X_1 is positive, indicating that higher levels of Social Media Engagement are associated with greater Café Visit Intensity.
2. The computed t-statistic for X_1 (t = 3.545) surpasses the critical t-value at the 0.05 significance level (t-table = 1.66088), demonstrating that the relationship is statistically significant (p < 0.05).
3. The obtained p-value (p = 0.01) is below the conventional alpha threshold of 0.05, thereby leading to the rejection of the null hypothesis (H_0) that posits no significant relationship between X_1 and Y. Consequently, the alternative hypothesis (H_1), which asserts a significant positive effect of X_1 on Y, is accepted.

Overall, these results provide robust empirical evidence that Social Media Engagement exerts a statistically significant and positive influence on Café Visit Intensity.

Tabel 8. T-test X2 to Y

Variabel	B	Std. Error	Beta	t	Sig.
Constant	1.460	1.292	—	1.130	.261
Lifestyle	-.005	.093	-.004	-.051	.959

a. Dependent Variabel: Café Visit Intensity

The Lifestyle (X_2) on Café Visit Intensity (Y) was evaluated using regression analysis. As presented in table 8, the results indicate that the relationship between these variables is not statistically significant (β = 0.xx, p = 0.959).

A more detailed examination of the statistical output yields the following insights:

1. The regression coefficient (β) for X_2 is negligible (0.xx), implying that Lifestyle exerts a minimal influence on the dependent variable.
2. The computed t-statistic for X_2 (-0.051) is substantially lower than the critical t-value at the 0.05 significance level (t-table = 1.66088), confirming the absence of a statistically significant relationship.
3. The obtained p-value (0.959) far exceeds the conventional alpha threshold of 0.05. Accordingly, the null hypothesis (H_0), which posits no significant relationship between X_2 and Y, cannot be rejected. Therefore, the alternative hypothesis (H_2), proposing a significant influence of X_2 on Y, is not empirically supported.

In summary, the regression analysis provides evidence that Lifestyle does not have a statistically significant effect on Café Visit Intensity within the scope of this study.

Tabel 9. T-test of X3 to Y

Variabel	B	Std. Error	Beta	t	Sig.
Constant	1.460	1.292	—	1.130	.261
Coffee Culture	.602	.088	.623	6.829	.000

a. Dependent Variabel: Café Visit Intensity

The effect of Coffee Culture (X_3) on Café Visit Intensity (Y) was examined through regression analysis. The empirical results summarized in Table 9 indicate a statistically significant positive effect (β = 0.xx, p < 0.05).

Several statistical indicators substantiate this conclusion:

1. The regression coefficient (β) for X_3 is positive, suggesting that stronger Coffee Culture is associated with higher levels of Café Visit Intensity.
2. The calculated t-statistic for X_3 (t = 6.829) exceeds the critical t-value at the 0.05 significance level (t-table = 1.66088), confirming a statistically significant relationship (p < 0.05).
3. The obtained p-value (p = 0.00) is below the conventional alpha threshold of 0.05, leading to the rejection of the null hypothesis (H_0) that posits no significant relationship between X_3 and Y. Consequently, the alternative hypothesis (H_3), which proposes a significant positive influence of X_3 on Y, is accepted.

In summary, the regression results provide strong empirical evidence that Coffee Culture exerts a statistically significant and positive influence on Café Visit Intensity.

F Test

Tabel 10. F Test

ANOVAᵃ

Model	Sum of squares	df	Mean Square	F	Sig.
Regression	903.854	3	301.285	76.894	.000ᵇ
Residual	376.146	96	3.918		
Total	1280.000	99			

a. Dependent Variabel: Café Visit Intensity (Y)
b. Predictors: (Constant), Coffee Culture (X3), Social Media Engagement (X1), Lifestyle (X2)

The joint influence of the independent variables—Social Media Engagement (X_1), Lifestyle (X_2), and Coffee Culture (X_3)—on Enhancing Student Entrepreneurship (Y) was examined through multiple regression analysis. As presented in Table 1 (insert table here), the analysis produced a statistically significant result (F = 76.894, p < 0.00).

A closer inspection of the statistical findings indicates the following:

1. The computed F-statistic (F = 76.894) surpasses the critical F-value at the 0.05 significance level (F-table = 2.65), confirming the presence of a statistically significant overall relationship between the independent and dependent variables.
2. The significance value (p = 0.00) is below the conventional alpha threshold of 0.05, further substantiating the rejection of the null hypothesis (H_0), which posits no significant collective influence of X_1, X_2, and X_3 on Y. Accordingly, the alternative hypothesis (H_4), suggesting a significant combined effect of the independent variables on the dependent variable, is accepted.

In summary, the results demonstrate that Social Media Engagement, Lifestyle, and Coffee Culture collectively exert a statistically significant and positive influence on Café Visit Intensity.

DISCUSSION

1. Social Media Engagement (X1) on Café Visit Intensity

Hypothesis H_1 proposed a positive relationship between Social Media Engagement (X_1) and Café Visit Intensity (Y). To examine this assumption, a regression analysis was conducted. The results, as displayed in Table 7, confirm the validity of H_1 by demonstrating a statistically significant positive effect (β = 0.xx, p < 0.05).

A detailed analysis of the statistical output provides the following insights:

a. The regression coefficient (β) for X_1 is positive, indicating a direct and positive association between Social Media Engagement and Café Visit Intensity.
b. The calculated t-statistic for X_1 (t = 4.782) exceeds the critical t-value at the 0.05 significance level (t-table = 1.66088), confirming the existence of a statistically significant relationship (p < 0.05).

c. The obtained p-value (p = 0.01) is below the conventional alpha threshold of 0.05, thereby justifying the rejection of the null hypothesis (H_0), which assumes no significant relationship between X_1 and Y. Consequently, the alternative hypothesis (H_1), asserting a significant positive influence of X_1 on Y, is accepted.

In summary, the regression results provide empirical evidence that Social Media Engagement has a statistically significant and positive effect on Café Visit Intensity, thereby supporting Hypothesis H_1.

2. Lifestyle (X2) on Café Visit Intensity

Hypothesis H_2 examined the potential influence of Lifestyle (X_2) on Café Visit Intensity (Y). To test this hypothesis, a regression analysis was performed. The results, as presented in Table 8, do not support H_2, indicating that the effect of Lifestyle on Café Visit Intensity is statistically insignificant (β = 0.xx, p = 0.959).

A closer examination of the statistical outcomes provides the following insights:

a. The regression coefficient (β) for X_2 is minimal (0.xx), suggesting that Lifestyle has a negligible effect on the dependent variable.

b. The computed t-statistic for X_2 (-0.051) is substantially lower than the critical t-value at the 0.05 significance level (t-table = 1.66088), confirming the absence of a statistically significant relationship.

c. The p-value obtained (0.959) is significantly greater than the conventional alpha threshold of 0.05. Therefore, the null hypothesis (H_0), which assumes no significant effect of Lifestyle on Café Visit Intensity, cannot be rejected. Consequently, the alternative hypothesis (H_2), positing a significant influence of X_2 on Y, is not empirically supported.

In summary, the regression findings indicate that Lifestyle does not have a statistically significant impact on Café Visit Intensity within the scope of this study, leading to the rejection of Hypothesis H_2.

3. Coffee Culture (X3) on Café Visit Intensity

Hypothesis H_3 examined the relationship between Coffee Culture (X_3) and Café Visit Intensity (Y). To evaluate this hypothesis, a regression analysis was conducted. The results, as presented in Table 9 (insert table here), support H_3, demonstrating a statistically significant positive effect (β = 0.xx, p < 0.05).

A detailed interpretation of the findings is as follows:

a. The regression coefficient (β) for X_3 is positive, indicating that a stronger Coffee Culture is associated with higher Café Visit Intensity.

b. The calculated t-statistic for X_3 (t = 6.829) exceeds the critical t-value at the 0.05 significance level (t-table = 1.66088), confirming the presence of a statistically significant relationship (p < 0.05).

c. The obtained p-value (p = 0.00) is below the conventional alpha threshold of 0.05, further supporting the rejection of the null hypothesis (H_0), which posits no significant relationship between X_3 and Y. Consequently, the alternative hypothesis (H_3), proposing a significant positive influence of X_3 on Y, is accepted.

In summary, the regression results provide strong empirical evidence that Coffee Culture has a statistically significant and positive impact on Café Visit Intensity, thereby validating Hypothesis H_3.

4. Social Media Engagement (X1), Lifestyle (X2), Coffee Culture (X3) on Café Visit Intensity (Y)

Hypothesis H_4 investigated the combined influence of the independent variables—Social Media Engagement (X_1), Lifestyle (X_2), and Coffee Culture (X_3)—on Café Visit Intensity (Y). Multiple regression analysis was employed to test this hypothesis. As presented in Table 10, the analysis produced a statistically significant result (F = 76.894, p < 0.00).

A detailed examination of the statistical output provides the following insights:

a. The computed F-statistic (F = 76.894) is greater than the critical F-value at the 0.05 significance level (F-table = 2.65), indicating a statistically significant collective relationship   between the independent variables and the dependent variable.

b. The obtained significance value (p = 0.00) is below the predefined alpha threshold of 0.05,

further supporting the rejection of the null hypothesis (H_0), which assumes no significant

combined effect of X_1, X_2, and X_3 on Y. Consequently, the alternative hypothesis (H_4), positing   a significant joint influence of these independent variables on Café Visit Intensity, is accepted. In summary, the findings provide empirical evidence that Social Media Engagement, Lifestyle, and Coffee Culture, when considered collectively, exert a statistically significant and positive impact on Café Visit Intensity, thereby supporting Hypothesis H_4.

CONCLUSION

The findings of this study demonstrate that Social Media Engagement and Coffee Culture significantly enhance Café Visit Intensity among students, while Lifestyle alone does not yield a meaningful effect. The strong influence of Social Media Engagement underscores the role of digital platforms as behavioral catalysts that transform online exposure into physical visitation. Similarly, Coffee Culture serves as a key determinant by integrating social symbolism and experiential appeal that motivate repeat visits. Conversely, Lifestyle factors appear insufficient to predict visit frequency without the reinforcement of digital and cultural stimuli. Collectively, these results affirm that contemporary café patronage among students is driven by a synergy between digital engagement and cultural identity embedded within coffee consumption experiences.

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