THE IMPACT OF THE PHYSICAL ENVIRONMENT, PRODUCT PRICE, AND PRODUCT QUALITY ON CONSUMER IMPRESSIONS AT SKAPAT COFFEE

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Abstract: The purpose of this study is to examine the relationship between the physical environment, product price and product quality to consumer impressions. Quantitative research method with commercial causal design. The sample used amounted to 85 customers of Skapat Coffee House, Boyolali. The sample was carried out with a saturated sample, with a data collection method by spreading questionnaires. The data were processed with SPSS using multiple linear regression analysis methods. The results of the study revealed that the physical environment, price and product quality have an influence on consumer impressions at Skapat Coffee House. Thus, a well-managed physical environment, pricing and good product quality will be able to influence the impression of a consumer. Consumers that must be paid attention to by coffee lovers.

Keywords: physical environment, product price, product quality, consumer impressions.

1. Introduction

Companies must have the ability to compete if they want to survive in the current competitive era of globalization. The world of marketing has shifted from profit-oriented to satisfaction-oriented. Every business must consider customer satisfaction. A problem that is often faced by businesses is that they are not necessarily able to provide the satisfaction that customers really expect (Sumartini & Tias, 2019). Today's business is like a contest event, all business owners are trying to win the competition. Not only to win it, but any business that wants to succeed must also consider the consumer's perspective (Windi & Mursid, 2021).

Cultural changes in coffee drinking patterns have become a business opportunity for businessmen in Indonesia who open coffee shop businesses. One of them is Skapat Coffee House in Boyolali which was established in 2021 with its characteristic attractive interior design and various menus provided.

Based on data obtained from a well-known coffee business platform in Indonesia, Toffin, one of the things that can be a magnet for visitors is interior design or concept. A good impression will be formed from a good physical environment. Consumer preferences in choosing contemporary coffee shops are generally created from good impressions (Soepriyanto et al., 2021).

The physical environment plays an important role in creating a comfortable and attractive atmosphere for customers Kurniawati et al., (2019), focusing on the physical condition of a place of business and its surroundings (Asys et al., 2022) and forming the brand image of a place (Altair & Sukresna, 2022). Design in the physical environment can provide healing and reduce stress and increase comfort (Edris et al., 2024). In addition, the physical environment is important in influencing consumer attitudes and loyalty (Putra et al., 2022).

Product price is an element in the field of marketing about how much nominal consumers have to spend for something they want. Success in pricing depends on the availability of customers to pay (Nagle & Muller, 2017). Wibowo et al. (2022) said that in setting product prices, the value, benefits, and quality of the products offered must be considered. In addition, product prices are a factor for increasing consumer purchasing power Maucuer et al., (2022) because they are parameters used by Maharani & Alam buyers (2022), and increase purchasing decisions (Alfiah et al., 2023).

Product quality is the main criterion for consumers when choosing products offered by companies. The company has always had the ability to maintain and improve the quality of products to meet the desires of consumers, which allows the company to compete with competitors and dominate the market. By providing high-quality products, companies can excel over their competitors (Ernawati, 2019). Business ventures must be considered in terms of selecting materials to be used in order to create good product quality and maintain production materials. Product quality is an indicator in increasing product competitiveness and consumer satisfaction (Santoso, 2019). Product quality is considered important because it will be used to assess and maintain the company's reputation (Fuadah & Sari, 2024).

Based on the problems discussed above, this study was conducted to find out how the impact of the physical environment, product price and product quality on consumer impressions. According to Soepriyanto (2021), the physical environment has a positive impact on deciding consumer impressions.

Physical environment

The physical environment in the form of workspaces, work facilities, lighting, air, and the availability of facilities and infrastructure can be a trigger for good performance (Carlisle et al, 2019). The creation of a clean and comfortable physical environment as well as an attractive interior or concept of a place of business in the business field, is one of the things that is very influential for the experience of consumers who come to visit the place. The consumer experience can be reviewed as a review and evaluation of the business place in the future. The physical environment is one of the factors that are carried out by customers to get a behavioral approach, namely the desire to visit and settle in a restaurant, which is considered a positive response (Soepriyanto et al, 2021) Based on the explanation above, the following hypotheses can be drawn:

H1: There is a relationship between the physical environment and consumer impressions.

Product Price

A price is a sum of money, known as a monetary unit, and another element, known as a non-monetary component, that has certain benefits or benefits that are necessary to obtain a service. Utility is a property or component that can satisfy and want something (Bakti & Septijantini Alie, 2020). Product prices are sensitive for consumers, discounts greatly affect purchasing decisions Selling (Meyerding and Seidemann 2024). Price is one of the important elements in determining the level of profit of the company in marketing activities. Therefore, the hypothesis is as follows:
H2: There is a relationship between product price and consumer impression.

Product Quality

Products are important to companies because without them, companies will not be able to do anything. Consumers feel interested in the quality of the product so that they can build a good relationship with the company providing the product. Where product development focuses more on market desires or customer tastes (Nasution et. al, 2020). A company must continue to improve its products or services because better products can make customers feel satisfied with the goods or services they purchased, which in turn will encourage them to buy the goods or services again.
H3: There is a relationship between product quality and consumer impression.

2. Research Method

This type of research uses a quantitative research approach with associative characteristics Sugiyono (2019) with an approach using two or more variables used to determine the influence or relationship with each other. This research is about the influence of the physical environment, product price and product quality on consumer impressions.

Population is a generalization area consisting of objects or subjects that have certain qualities and characteristics determined by the researcher to be studied and then conclusions drawn (Sugiyono, 2019). The population in this study is consumers or customers at Skapat Coffee House. In this technique, a saturated sampling technique is used with certain considerations. The number of samples is 85 respondents representing the existing population. The samples that meet these considerations are:
1. Male and Female customers of Skapat Cofee House
2. Be at least 17 years old
3. By job (Student/Student, private, civil servant, and others)

In this study, data collection can be done through a questionnaire distributed through Google, which involves a list of questions and is given to respondents. Respondents can choose one of several answers that have been provided for the research variable indicators. The analysis

technique uses validity analysis, reliability test, normality test and multiple linear regression analysis test.

3. Results and Discussion

3.1. Results

Characteristics Responden

The characteristics of the respondents in the study are presented in table 1. The results of the research were obtained from customers of Skapat Coffee House. The respondents in the study were 65% male and 35% female. Based on the type of job, coffee visitors are dominated by students by 49%, civil servants by 17%, private sector by 18% and other workers by 17%. When viewed from the age of the respondents, for the age of 17-21 years there are 34 people, the age of 22-26 years is 40 people, the age of 27-31 years is 54 people, the age of 32-36 years is 14 people and the age of more than 37 years is 14 people.

Table 2
Characteristics Responden

Gender	Sum	Presented (%)
Law Law	48	56%
Woman	37	44%
Total	**85**	**100%**
Work	**Sum**	**Presented (%)**
Students/Students	36	42 %
PNS	26	31 %
Private	15	18%
Other	8	9%
Total	**85**	**100%**
Age	**Sum**	**Presented (%)**
17-21	17	20%
22-26	31	36%
27-31	19	22%
32-36	13	15%
> 37	5	6 %
Total	**85**	**100%**

Source: SPSS data processing, 2024

Normality Test

Normality testing is used to test the normality of data on the physical environment, price, quality and impressions. To determine whether the data is normally distributed or not, it can be tested with *the Kolmogorov-Smirnov* or graph approach.

The normality test using the *Kolmogorov-Smirnov* non-parametric test obtained the following results.

Tabel 3
Normality Test Results
One-Sample Kolmogorov-Smirnov test

		Unstandardized Residual
N		85
Normal Parametersa,b	Mean	.0000000
	Std. Deviation	1.30580929
Most Extreme Differences	Absolute	,051
	Positive	0,36
	Negative	-0,51
Test Statistic		0,51
Asymp.sig (2-tailed)		0,200c,d

In the normality test, *Kolmogorov-Smirnov is used* if the output result (value of sig.) more than 0.5, means a normally distributed residual value. Based on table 3, the significance value is 0.200 > 0.05 so that the total residual value of the variable is distributed normally.

Multicollinearity Test

The multicollinearity test was carried out with the intention of testing the regression model and found a relationship between independent variables.

Table 4
Multicollinearity Test Results

Variable	Collinearity Stastic	
	Tolerance	**BRIGHT**
Physical Environment	0,464	2,155
Price	0,614	1,629
Quality	0,663	1,508

Source: SPSS data processing, 2024

In table 4, it is known that the multicollinearity test shows that the results of the calculation of the tolerance value show that each independent variable has a tolerance value of more than 0.10, which shows that there is no correlation between the independent variables. The calculation of the VIF value also shows that no independent variable has a VIF value of more than 10. Thus, it can be concluded that this regression model does not show multicollinearity between independent variables.

Multiple Linear Analysis

Multiple linear regression analysis is used to determine how much influence the independent variable has on the dependent variable in the purchase decision (Y). Multiple regression

equations can be used to determine how much influence the independent variable has on the concurrently bound variable.

Table 4
Multiple Regression Analysis Results

Model	Collinearity Stastic	
	B	**Hrs. Eror**
Constant	-2,662	1,535
Physical Environment (X1)	0,254	0,054
Price (x2)	0,248	0,115
Quality (X3)	0,403	0,087

Source: SPSS data processing, 2024

In table 4 above, the regression equation in the test is as follows:
$Y = a + b1X1 + b2X2 + b3X3 + e$
$Y = -2,662 + 0,254X1 + 0,248X2 + 0,403X3 + e$

From the results of data management using the SPSS program, the following results can be seen:

1. There is a constant of -2.662 which provides an understanding that if the independent variable has a value of zero, the impression variable does not change.
2. The physical environment variable has a coefficient of 0.254 which means that the physical environment has an influence on consumer impressions. If the physical environment increases by one unit, the purchase decision will increase by 0254. The higher the quality of the physical environment, the more it affects the level of consumer impression
3. The price variable has a coefficient value of 0.248, which means that there is a positive influence on consumer impressions. If the price increases by one unit, then the decision of consumer impression increases by 0.248. This means that the higher the price value, the higher the consumer impression.
4. The quality of the price has a coefficient value of 0.403. This indicates that the product quality coefficient has a positive influence on consumer impressions. If the quality increases by one unit, then the consumer impression decision increases by 0.403.

Test t

The t-statistical test (T-test) is used to examine the influence of independent variables on partial dependent variables. This test is carried out by looking at the level of significance, or p-value. If

the significance level has a calculation value below or greater than 0.05, then the hypothesis is rejected. The results of the t-test test can be seen as follows:

Table 5
Test results t

Variable	T Table	T count	Sig	Information
Physical environment	1,664	4,743	0,000	Influential
Price	1,664	2,147	0,035	Influential
Quality	1,664	4,610	0,000	Influential

Source: SPSS data processing, 2024

From the results of the t-test, it was shown that the variables of the physical environment on consumer impressions were t calculated > t table, namely 4.743 > 1.664. This shows that the physical environment has an influence on consumer impressions. The t-test value on the price variable on consumer impression showed a result of 2.147 > 1.664, meaning that the price affects consumer impression at Skapat Coffee. The t-test on the quality variable showed a result of 4,610 > 1,664 which means that quality affects consumer impression decisions.

3.2. Discussion

1.2.1 The Influence of the Physical Environment on Consumer Impressions

Based on the results of the t-test, showing that the physical environment variable shows that the r calculation > r table is believed to be 4.743 > 1.664. This means that the physical environment affects consumer impressions.

The better the physical environment of a place will affect customer satisfaction, because customers will feel comfortable and calm (Naufal, 2021). Customer satisfaction can be interpreted as the level of a person's feelings after comparing the performance of the product they feel with the performance they expect. However, the existence of a physical environment triggers negative actions that can harm the service provider. For example, with satisfactory facilities in a place, customers will linger to stay there even though it is only limited to hanging out, doing tasks alone, which can disturb new visitors or can even overload Skapat Coffe because consumers use the facilities provided excessively, electricity use, for example. This research is in line with what was conducted by Soepriyanto (2021) who stated that the physical environment affects consumer impressions.

1.2.2 The Effect of Product Price on Consumer Impression

Based on the tabe, the t-test shows that the r count is 2.147 > the table r is 1.664 with a significance of 0.035. Thus it means that in determining product prices can affect consumer impressions.

Pricing on a product must be reasonable and appropriate. The high price must be in accordance with the profit that the buyer will receive (Hidayah & Apriliani, 2019). Prices that are too high or too low will affect consumers' decision to buy products. If the price is too high, consumers will switch to similar products but at a lower price, but if the price is too low, consumers will have doubts about the quality of the product, so they will delay buying the product. This research is in line with Billy Leksono (2017) that the higher and more affordable the price will affect the decision to make a purchase.

1.2.3   The Influence of Product Quality on Consumer Impressions

Product quality has an effect on consumer impression as shown in the results of the t-test, that r calculates > r table 4,610 > 1,664. People will buy a product one of the aspects that is seen is the quality of the product, as explained by Megarita and Tony (2014) that quality affects the decision in purchasing. Product quality holds an important marketing strategy and improves consumer purchase decisions and provides an impression for individual consumers (Martini et al., 2021). The quality of service is also related to the proportion of the number of menus provided by Santoso et al., (2019) because it is in accordance with consumer desires

This research is in line with research conducted by Maghfiroh, (2019) that the quality of the product can be from the form that attracts durability and performance provided, if it all continues to be improved, it will give good results.

4.   Conclusion

From the analysis that has been carried out, it can be concluded that the physical environment, product price and product quality can affect the impression of consumers at Skapat Coffee House. A well-designed, clean, comfortable, and visually appealing physical environment can increase consumer awareness and perception of the product, ultimately creating a positive impression. Similarly, the price of a product can also affect consumer perception, and a reasonable price is seen as a reflection of the quality and value of the product. On the other hand, expensive prices can cause skepticism and decreased consumer awareness.

The quality of the product itself is also an important factor in shaping the impression of consumers. High-quality products that meet or exceed consumer expectations can increase awareness and positive impressions of the brand. On the other hand, low-quality products can result in decreased consumer awareness and a negative impression of the brand. In addition, the interaction between these factors can also have a major impact on consumer impressions. For example, a well-designed physical environment can increase consumer awareness and perception of product quality, while reasonable prices can reinforce this perception.

Ultimately, understanding the complex interplay between these factors is essential for businesses looking to optimize their marketing strategies and improve consumer impression. By considering the physical environment, product price, and product quality, businesses can create a comprehensive and effective marketing strategy that consumers love and drive sales.

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