



The Effect of the Physical Environment on Consumer Impressions in Contemporary Coffee Shops in Medan City

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ABSTRACT

This study aims to determine the effect of the physical environment consisting of ambience, layout and aesthetic facility on consumer impressions at contemporary coffee shops in Medan City. The method used in this study using Multiple Linear Regression with a total of respondents 90 students of STIM Sukma. The results of the study show that there is a positive and significant relationship in the physical environment to the impressions on coffee shop consumers in Medan City. The results show that partially ambience has a positive and significant effect on consumer impressions, but layout and aesthetics have no effect on consumer impressions at Contemporary Coffee Shops in Medan City. Simultaneously, ambience, layout and aesthetics have a significant effect on Contemporary Coffee Shop. The adjusted R square value of this research model is 0.276 (27).

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INTRODUCTION

The development of the business world in the country, especially micro, small and medium enterprises or better known as MSMEs shows an encouraging picture, one of which is the contemporary coffee shop business which has grown so fertile in recent years. The phenomenon of the emergence of this coffee shop is marked by the presence of Starbucks as a coffee shop with a contemporary concept, namely following the lifestyle of millennials in big cities in providing a space of pleasure for coffee connoisseurs. The craze for drinking coffee for the Indonesian people is not a new thing, but according to Herlyana (2012) in his research states that according to the times, things that have changed today are the location of coffee, the design,

The pattern and behavior of coffee connoisseurs from one era to another has changed. In the past, coffee shops were a gathering place for the elderly and the elderly who were identical with men, but today the concept is clearly much different. The contemporary coffee shop which is more familiar to our ears as a cafe has changed the old concept into something new, where the target market is no longer only old people and men, but young people, whether male or female, it is no longer awkward to enjoy coffee at This place is called the cafe. There are various reasons why visitors come to a cafe, whether they are just chatting while enjoying the atmosphere offered or also conducting business transactions or reunion events.

The phenomenon of the behavior of young people going to cafes today is not only happening in Jakarta as a metropolitan city as well as the capital of Indonesia, but this phenomenon has also spread to almost all major cities in Indonesia, including the city of Medan as the capital of North Sumatra Province. Various forms and themes were built by entrepreneurs in designing their coffee shops and offered to consumers in addition to the main product sold, namely coffee. Understanding and applying psychology in building an image of a business place must also be a concern when the place is to be developed to support future business performance (Iskamto, 2021, 2022; Lubis & Irawati, 2022; Marlinda, 2021; Masyhuri, 2022; Meliza et al., 2022).

Aryani (2019) in his research on the Review of Sensory Branding and Psychology of Contemporary Coffee Shop Design on Consumer Behavior (Case Study: Mojo Coffee) in Ciwaruga, West Bandung Regency, concluded that the efforts of business owners in understanding consumer experience continue to be developed related to visual elements, aroma, sound, and texture materials that match the target market. Business owners expect to find new ways to establish a more intense and stronger relationship with their customers and with the steps that have been taken to motivate consumers to remember their brand more easily .

From the results of research conducted by Soepriyanto et.al (2021) stated that the variables of this study consist of ambience, layout and aesthetic facilities simultaneously affect the impression of consumers in contemporary coffee shops. This statement is proven by the results of the F test. The three variables have an effect of 36.6% on the impression, seen from the results of the coefficient of determination test, while the remaining 63.4% is influenced by other factors not included in the study.

The results of Igi's 2017 research show that there are many activities carried out by the people of Tanjungpinang City at coffee shops. The activities carried out by the community are not only limited to drinking coffee and eating the available food, but also various activities carried out, both serious and light, that give them satisfaction. Many people are happy to waste their time in long hours in coffee shops. The foregoing further ensures that coffee shops have a role as a public space for the people of Tanjungpinang City and in turn forms a lifestyle for the people of Tanjungpinang City.

LITERATURE REVIEW

According to Sarwono (2005:86) "The physical work environment is a place where employees work to carry out their activities". Aspects of this physical work environment such as lighting, air temperature, air circulation, size and work space affect the work spirit and emotions of the employees. The physical environment is all situations around the place of life that will affect the people who live in that place either directly or indirectly. The physical aspect covers everything from vehicle parking facilities outside the company building, company position and building design. up to the amount of light and sound that hits an employee's desk or workspace. Nitisemito (2009: 31) defines "The work environment is anything that exists around the workers that can have an influence on him in carrying out the tasks for which he is responsible". Then Supardi (2003: 37) defines the work environment as "a situation around the workplace both physically and not physically that can lead to pleasant memories, securing, reassuring and the impression of being able to work and so on". :288) Work environment is a physical and social work area which includes: physical condition, space, place, work equipment, type of work.

According to Sedarmayanti (2011:26) that: "The physical work environment is all physical situations that exist around the workplace that can affect employees either directly or indirectly". Furthermore, Mangkunegara (2005:105) defines the work environment as "all physical aspects work, work psychology and work regulations that can affect job satisfaction and productivity achievement

Ambience

According to the Big Indonesian Dictionary (KBBI), the meaning of the word atmosphere is the state around something or in the environment of something. According to Berman and Evan (2018: 464), the atmosphere refers to the physical character of the store that is used to create an impression and to attract customers. According to Levy and Weitz (2014: 507) the atmosphere refers to the design of an environment that is stimulated by the five senses.

Layout

The definition of layout is a layout design, while the meaning of layout is an arrangement, design, or spatial layout of an object that has been planned to be designed so that it can be placed in a field that the system has prepared in advance.

Layout is a way to place production facilities to facilitate the production process effectively and efficiently. Factory facilities can be in the form of machines, production equipment, material transportation equipment, and factory equipment, as well as equipment needed for supervision

Understanding layout according to Murdifin and Mahfud (2011: 433): Layout is one of the strategic operational decisions that contribute to the efficiency of the company's operations in the long term. A good layout plays a role and contributes to increasing company productivity. The definition of layout according to Birchfield (2008), is the arrangement of equipment to create an efficient, safe, and ergonomic work area. A work environment with a formation that has good design principles will realize a high level of efficiency and employee productivity.

Aesthetics

Kusmiati (2004) defines that aesthetics is a condition related to the sensation of beauty that is felt by a person but the sense of beauty will only be felt if there is a harmonious blend of elements of beauty contained in an object.

Bruce Allsopp (1977) Understanding aesthetics is a science that studies the processes and rules in creating a work of art, which is expected to cause positive feelings for people who see and feel it.

According to Read (1990) aesthetics is the unity and relationship of forms that exist between the absorption of the human senses, usually humans think of aesthetics as art or art will always contain the value of beauty.

Impressive

According to the Big Indonesian Dictionary (KBBI), impressive is being able to give or leave a deep impression. Impressive is something impressive or admirable. Impressive: can give or leave a deep, moving impression. Impressive ; can influence actions or actions

METHODS

This research is a quantitative descriptive social research. The population in this study were students of the Sukma College of Management, Medan as many as 90 people.

The questionnaire was distributed and via google form was given to students in semester 2 and 4 at the Sukma College of Management, Medan. The instrument measurement technique uses a Likert scale, then the value of the variables measured by certain instruments can be expressed in the form of numbers, so that it will be more accurate, efficient and communicative. The answers to each instrument item using a Likert scale have levels from very positive to very negative, which can be in the form of words (Sugiyono, 2015) namely strongly agree (5), agree (4), disagree (3), disagree (2) and strongly disagree (1)..

In this study, to test the research hypothesis using multiple linear regression analysis, namely to see the effect of ambience, layout and aesthetics on consumer impressions by using the

mathematical equations of Multiple Linear Regression Analysis.

RESULTS AND DISCUSSION

Nitisemito (2009:31) defines "the work environment as everything that is around the workers that can affect him in carrying out the tasks assigned". Then Supardi (2003: 37) defines the work environment as "conditions around the workplace both physically and non-physically that can give a pleasant impression, secure, reassure and feel at home working and so on"

Table 1: reliability test

No	Variable	Coefficient Standard	Cronbach's Alpha	Result
1	Ambience	0.60	0.747	Reliable
2	Layout	0.60	0.810	Reliable
3	Aesthetics	0.60	0.788	Reliable
4	Impressive Consumer	0.60	0.661	Reliable

Hypothesis Testing

Partial Test

The t-test was used to determine the effect of the ambience, layout and aesthetic variables on the discipline of consumer impressions at Kekinian Coffee Shops in Medan City by looking at the following table showing the results of the t-test:

Table 2. t test results

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	9.318	1.322		7.047	.000
Ambience	.152	.063	.269	2.418	.018
Layout	.132	.095	.191	1.384	.170
Aesthetics	.091	.074	.180	1,228	.223

a. Dependent Variable: Impressive

Model Summary

Model	R	R Square	Adjusted Square	Std. Error of the Estimate
1	.548a	.300	.276	1.16151

a. Predictors: (Constant), Aesthetic, Ambience, Layout

Coefficient of Determination Test (R²)

Table 3. Coefficient of Determination Test (R²)

The results of the validation and reliability test of the ambience (X1), layout (X2), aesthetic (X3) and impression (Y) variables are valid and reliable.

The test results show that the data is normally distributed and free from multicollinearity, autocorrelation, and heteroscedasticity tests.

To determine the direction of the independent variables, namely ambience, layout and aesthetics to the consumer's impression, statistical analysis was carried out in the form of Multiple Linear Regression Analysis.

The following is the output of SPSS results:

Table 4: Multiple Linear Regression Analysis Test Results

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	9.318	1.322		7.047	.000
Ambience	.152	.063	.269	2.418	.018
Layout	.132	.095	.191	1.384	.170
Aesthetics	.091	.074	.180	1,228	.223

a. Dependent Variable: Impressive

Source: SPSS Processed Data

Based on the table above, it can be explained in the form of an equation, namely:

$Y = 9.138 + 0.152X_1 + 0.132X_2 + 0.091X_3$ Based on the results of the SPSS output in the table above, the t-count values for each variable are Ambience (X1), t-count value = 2.4185, Layout (X2) t-count value = 1.384 and Aesthetic (X3) t-count value = 1.228. As for the value of t table, it can be concluded that partially layout and aesthetics have no effect on consumer impressions because t count layout is 1.384, < t table with a significance level of 0.05% while aesthetic with t count 1.228 < t table means it has no effect on consumer impressions at Modern Coffee Shop in Medan City.

The F test is used to see the effect of the independent variables on the dependent variable together, here are the results of SPSS:

Table 5: F . test

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	50,386	3	16,795	12,449	.000b
Residual	117,372	87	1.349		
Total	167,758	90			

Source: SPSS Processed Data

a. Dependent Variable: Impressive

According to the SPSS results, the calculated F value is 12,449, it can be concluded that the calculated F value is 12,449 > F table 1,980 so that together the independent variables, namely ambience, layout and aesthetics, have a significant effect on the dependent variable, namely consumer impressions.

To see the effect of the independent variable on the dependent variable simultaneously, it can be assessed from the adjusted R square, because more than two variables are used (Ghozali, 2001). From table 4 it can be seen that the adjusted R square value of this research model is 0.276 (27.60%) which means that ambience, layout and aesthetics together can affect consumer impressions by 27.60% while the remaining 72.40% is explained by other variables not examined in this study. .

The results of the study show that partially ambience has a positive and significant effect on consumer impressions, but layout and aesthetics have no effect on consumer impressions at Kekinian Coffee Shops in Medan City. Simultaneously, ambience, layout and aesthetics have a significant effect on Kekinian Coffee Shop. The adjusted R square value of this research model is 0.276 (27.60%). This is evidence that all hypotheses are accepted and support previous research that provides a link between environmental variables consisting of ambience, layout and aesthetics that affect consumer impressions. The sample of this research is STIM Sukma semester 2 and 4 students from all concentrations.

CONCLUSION

It can be concluded from the description above that partially ambience has a positive and significant effect on consumer impressions, but layout and aesthetics partially have no effect on consumer impressions. Simultaneously, environmental variables consisting of ambience, layout and aesthetics have a positive and significant effect on the dependent variable (Y), namely consumer impressions.

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