The Influence of Physical Evidence, Relationship Marketing and Service Quality on Customer Purchase Interest in Cafe Mata Hati Kediri (Case Study on Students of University of Nusantara PGRI Kediri)

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Research aim: *This study aims to determine the effect of physical evidence, relationship marketing, quality service on customer buying interest in Kafe Mata Hati Kediri, with a focus on students of University of Nusantara PGRI Kediri. Mata Hati Cafe is located on Jl. Ahmad Dahlan No.34, Mojoroto, Kec. Mojoroto, Kediri City, East Java 64112.*

Design/Method/Approach: *This research method is quantitative research with a descriptive approach using multiple linear regression tests. The population of this research is consumers of these MSMEs. This study involved 56 respondents as samples.*

Research Finding: *The results showed that the influence of physical evidence, relationship marketing, and service quality simultaneously had a significant impact on customer buying interest.*

Practitionel/Policy implication: *This research provides practical implications for cafe owners and management in improving customer experience and strengthening buying interest.*

Research limitation: *The limitations of this study include a sample limited to students of University of Nusantara PGRI Kediri, so generalization of findings may be limited to that population.*

Keywords: *Marketing, Physical Evidence, Relationship Marketing, Service Quality, Purchase Interest*

1. Introduction

The development of the cafe industry in the modern era is growing so rapidly. As now many cafe businesses have sprung up. Cafes in Kediri City are very many, one of the existing cafes is Mata Hati Kediri, this cafe is a type of business that serves various types of coffee and food. Mata Hati Cafe in Kediri first opened in 2021. This place has a strategic location near Nusantara PGRI Kediri University. After several years, it turn out that this café can atrract many consumers. Along with the increasing development of cafes, this cafe business is a challenge to improve ideas in the face of existing competition. The amount of competition makes these café business actors have to provide different uniqueness in order to attract potential customers and be able to retain customers. The desire of customers to repurchase interest in the Mata Hati café is inseparable from the lifestyle of young people who want to hang out in a comfortable and cozy place. With this, it is necessary to manage a comfortable layout and a variety of coffee drinks so as to attract the arrival of consumers [1]. In addition, the owner of this cafe must make innovations and uniqueness in the product so that customers do not move and still feel comfortable when hanging out at Mata Hati cafe. Pyhical evidence (physical evidence) is a room that is created to make customers feel satisfied when interacting

with other customers [2]. A room that has good lighting and a neat layout makes customers interested in coming back. In building a good relationship with customers, the customer's desire to continue and lead to long-term loyalty is undoubted [3]. Long-term relationships (Relationship Marketing) are the determinants of the company getting sustainable loyalty from customers. Efforts to attract consumers to keep making repeated purchases, service quality must be provided as well as possible. With good service can create customer satisfaction and loyalty and help maintain distance from competitors [4]. Building good service quality in a business makes a benchmark for consumer confidence in the services provided and consumer satisfaction itself. Improving and maintaining service quality is one way to maintain and increase customer satisfaction to be loyal to the Mata Hati Cafe.

Referring to previous research that describes the effect of service quality and physical evidence on buying interest has been carried out by [5]. The results of the study concluded that physical evidence and service quality or service affect consumer or customer purchase interest [3]. In his research entitled Relationship marketing and cafe atmosphere in optimizing Oase Coffee customer loyalty. The results of this study indicate that, Relationship marketing has a positive and significant effect on customer loyalty, cafe atmosphere has a positive and significant effect on Oase Coffee customer loyalty, Relationship marketing and cafe atmosphere together have a positive and significant effect on OASE Coffee customer loyalty [5]. In his research entitled The Effect of Service Quality, Food Quality and Perceived Sacrifice on Behavorial Intention through Customer Experience as Mediation at Majestic Cafe Sekayu. The results of this study indicate that service quality has a significant effect on customer experience, but has no significant effect on behavioral intention.

The novelty of this research with all previous studies is that this study uses three independent variables to be studied, namely physical evidence, relationship marketing, and service quality and uses one dependent variable, namely purchase intention. The sample taken for this study amounted to 56 respondents who fit the research criteria, namely students of Universitas Nusantara PGRI Kediri and became customers and consumers of Kafe Mata Hati Kediri. And the fundamental difference between This study and the former studies are the items of study. In this study, it took the object of consumer research at Kafe Mata Hati Kediri, which no one had previously examined at Kafe Mata Hati Kediri.

Based on the description above, the researcher is interested in raising this issue and choosing the title "The Effect of Physical Evidence, Relationship Marketing and Service Quality on Customer Purchase Interest in Cafe Mata Hati Kediri (Case Study on Students of Universitas Nusantara PGRI Kediri)".

1.1. Statement of Problem

Based on the problem research conducted by researchers, the following problems can be identified: room comfort affects customer satisfaction in making purchases. Maintaining good relations (Relationship marketing) with customers is a top priority for employees. Service quality affects buying interest. The better the quality of the café service, it will affect consumer buying interest to make repeated purchases to the Mata Hati Kediri café.

1.2. Research Objectives

To determine and analyze the effect of physical evidence partially on customer buying interest at Mata Hati café in Kediri. To determine and analyze the effect of relationship marketing partially on customer buying interest in the Mata Hati café in Kediri. To determine

and analyze the effect of quality service partially on consumer buying interest in buying customers at the Mata Hati café in Kediri. To determine and analyze the effect of physical evidence, relationship marketing and service quality simultaneously on customer buying interest in Mata Hati café in Kediri.

2. Method

The technique used in this study makes use of a quantitative approach. In this, have a look at the use of variables, specifically the independent variable and the dependent variable. The independent variable or variable X is a variable that is seen as the cause of the appearance of the dependent variable which is thought to be the result. Meanwhile, the dependent variable or variable Y is the predicted variable (effect), which varies following changes in the independent variables.

The independent variables are physical evidence (X_1), relationship marketing (X_2), and service quality (X_3). The dependent variable is customer buying interest (Y). The population taken on this look at had been college students who had visited the Mata Hati Cafe in Kediri city. The variety of samples on this have a look at had been fifty-six customers. The data collection technique used in this study was a questionnaire. Collecting data by distributing questionnaires distributed via electronic media, specically google form. In this observation, the version used is as follows:
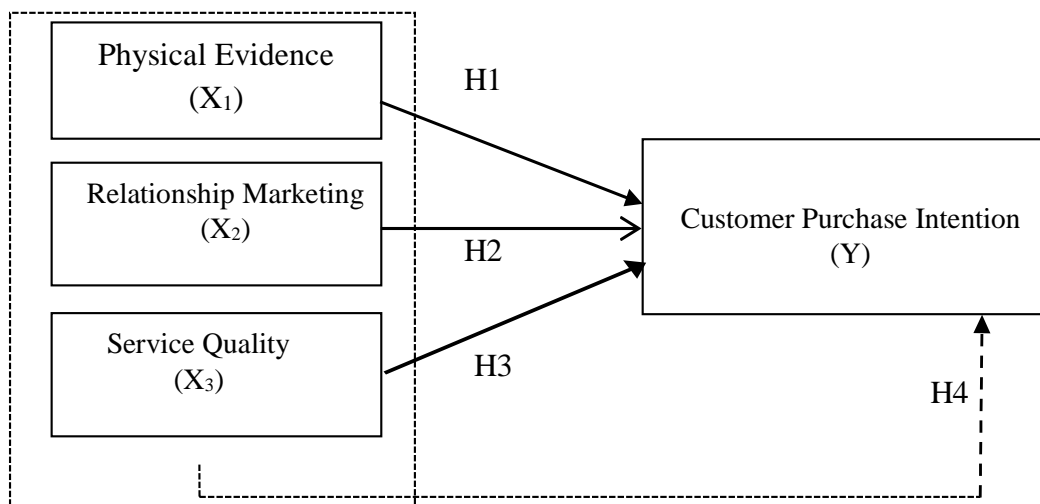

Figure 1. Conceptual Framework

3. Results and Discussion

In this study, a total sample of 56 respondents was obtained who had met the requirements as the characteristics of the respondents, namely consumers who had visited the Mata Hati Cafe in Kediri through filling out an online questionnaire which could be accessed on google form. This study uses 3 independent variables consisting of physical evidence, relationship marketing and service quality as well as the dependent variable, namely customer buying interest. Mata Hati Cafe was established in 2021. It has been 3 years since this cafe was established so that customers have no doubt. This cafe originally opened in Tulungagung then opened a branch in Kediri in 2021. The location of the cafe is on Jl. Ahmad Dahlan No.34,

Mojoroto, Kec. Mojoroto, Kediri City, East Java 64112.This cafe is very close to the campus of Universitas Nusantara PGRI Kediri, so the customers of this cafe are mostly students. Researchers present the data obtained from the field, as for the presentation of this data aims to facilitate researchers in analyzing the data. The following researchers present the respondents' answers on the basis of characteristics:

Table 1. Testing Gender Characteristics

Gender	Frequency	Percentage
Male	13	23,3%
Female	43	76,7%
Total	56	100%

Source : Processed by SPSS 2023

Based on Table 1 above, this study used respondents as many as 56 samples of visitors to the Mata Hati cafe where from the selected sample, when viewed in terms of gender, the overall sample was female as much as 76.7% and the remaining 23.3% were male. This shows that customers who have an interest in buying café mata hati products are mostly women.

Table 2. Testing Education Characteristics

Education (Batch)	Frequency	Percentage
2019	2	3,57%
2020	29	51,78%
2021	10	17,85%
2022	7	12.5%
2023	8	14,3%
Total	56	100%

Source : Processed by SPSS 2023

The results of the analysis in Table 2 illustrate that from a sample of 56 respondents who were taken as customers of the Mata Hati cafe, it turns out that in terms of education or generation there are 5 groupings and the most were taken in the class of 2020 as much as 51.78%, then the class of 2021 as much as 10%, followed by the class of 2023, 2022 and 2019 respectively 8%, 7% and 2%. So students who have a high buying interest are Class of 2020 with study programs including management, PJKR, mathematics and others.

Table 3. Results of Respondents' Answer Description

Variable	Average
According to Lupiyoadi (2019)	
Physical Evidence (X1)	
Lighting and Color	4,147
Sound	3,821
Scent	3,916
Layout	4,005

Variable	Average
Relationship Marketing (X2)	
Based on Beddu (2022)	
Communication	3,812
Trust	3,901
Commitment	3,767
Service Quality (X3)	
By Kotler (2019:78)	
Service Provision	4,142
Reliability	3,946
Fast Response	3,901
Certainty	3,875
Empathy	4,026
Purchase Interest (Y)	
According to Septyadi et al (2022)	
Transactional interest	4,053
Refrential interest	4.035
Preferential interest	3,517
Exploratory interest	3,714

Based on Table 3, it can be seen that there are 3 independent variables studied, namely physical evidence, relationship marketing and service quality and variable Y or dependent, namely purchase intention. By looking at the respondents' answers on average on the four variables with an average value of 4, it means that the tendency is to agree. This suggests that clients of Mata Hati Cafe have an excessive tendency to purchase hobbies that are inspired by using bodily evidence, courting advertising and marketing,and providing excellent service with the aid of the cafe.In the instrument test, the researcher conducts a validity test and a reliability test. The validity test is a test that serves to see whether the questions in the questionnaire are valid or not. while the reliability test is used to test the consistency of the questions on the quisinoner if the measurement is carried out again. The validity test is used to measure the x variable instrument and also the variables made using 7-10 statements based on predetermined indicators, with the help of calculations using SPSS tools / media. Based on the test results, the following below is a recapitulation of the results of the instrument validity test.

Table 4. Validity Test Results of Variables X_1, X_2, X_3, and Y

Item Number	R. Count	R. Table5% (54)	Significance	Criteria
1	0,436	0,279	0,000	Valid
2	0,357	0,279	0,000	Valid
3	0,572	0,279	0,000	Valid
4	0,567	0,279	0,000	Valid
5	0,592	0,279	0,000	Valid
6	0,420	0,279	0,000	Valid
7	0,410	0,279	0,000	Valid
8	0,349	0,279	0,000	Valid

Item Number	R. Count	R. Table5% (54)	Significance	Criteria
9	0,516	0,279	0,000	Valid
10	0,542	0,279	0,000	Valid
11	0,493	0,279	0,000	Valid
12	0,382	0,279	0,000	Valid
13	0,539	0,279	0,000	Valid
14	0,577	0,279	0,000	Valid
15	0,480	0,279	0,000	Valid
16	0,722	0,279	0,000	Valid
17	0,507	0,279	0,000	Valid
18	0,500	0,279	0,000	Valid
19	0,706	0,279	0,000	Valid
14	0,577	0,279	0,000	Valid
20	0,613	0,279	0,000	Valid
21	0,625	0,279	0,000	Valid
22	0,748	0,279	0,000	Valid
23	0,649	0,279	0,000	Valid
24	0,708	0,279	0,000	Valid
25	0,753	0,279	0,000	Valid
26	0,694	0,279	0,000	Valid
27	0,563	0,279	0,000	Valid

Source : Processed by SPSS 2023

Based on table 4 above, it indicates that there are 3 variable that might be the concern of research. Of the 3 variables studied, there are 13,6 and eight declaration object, respectively. From every declaration object on very variable,each unbiased and dependent, it seems that the cost of the counted number is greater than the r table, so the statistics received within the area may be declared valid.

Reliability Test

Reliability test is used to evaluate the reliability of a questionnaire that reflects certain variables or constructs. The reliability of questionnaire may be said whilst person solutions to statement withinside the questionnaire are constant or solid over time. A variable is considered reliable if the ensuing rating has a valuee greater than 0.80.

Table 5. Reliability Test Results

Variable	Correlation Guttman Split Half Coefficient	Standardized correlation Guttman Split Half	Description
Physical Evidence	8,27	0,80	Reliabel
Relationship Marketing	8,27	0,80	Reliabel
Service Quality	8,27	0,80	Reliabel
Purchase Intention	8,27	0,80	Reliabel

Source : Processed by SPSS 2023

Based on the desk above, it indicates that every variable has a correlation fee of more than 0.80, which means that every variable may be stated to be reliable.

Classical Assumption Test

A classical assumption test is a check carried out to see whether or not the records used have deviated from classical assumptions or not. In the idea check executed, there are three assessments used, particularly the normality test, the multicollinearity test and the heteroscedasticity test. The normality test is executed to see whether or not the records used are commonly allotted or not. The regression version is stated to be commonly allotted if the reduced records (dots) describing the real records follow the diagonal line. The outcomes of the normality check may be visible in desk determine 2 as follows:
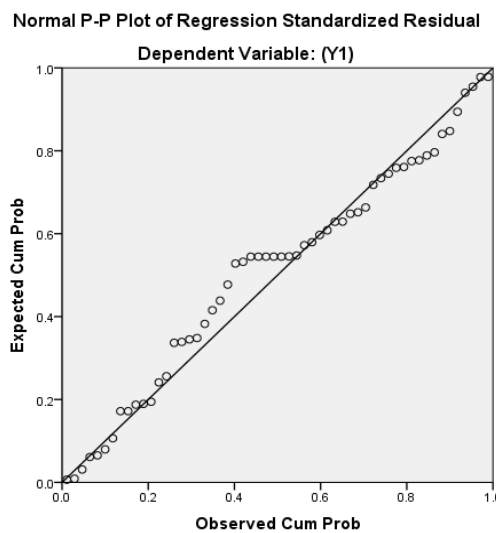

Figure 2. Normality Probability Plot
Source : Processed by SPSS 2023

In the picture above, it can be seen that the plot (dots) follows the diagonal line so it can be concluded that the normality test of this research regression model is normally distributed.

Multicollinearity Test

Table 6. Multicollinearity Test Results

Coefficients^a

Model	Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1 (Constant)	-1.461	2.166		-.675	.503		
(x1)	.052	.055	.114	.957	.343	.534	1.872
(x2)	.482	.121	.575	4.001	.000	.366	2.730
(X3)	.094	.099	.153	.948	.347	.290	3.449

Source : Processed by SPSS 2023

Multicollinearity test is a phenomenon in which two or more independent variables or exogenous constructs are highly correlated, causing the predictive ability of the model to be poor, the VIF value must be < 5, because if> 5 has an indication of collinearity between exogenous constructs. If the Tolerance value is> 0.100 and the VIF value is < 10.00 then there is no multicollinearity.

Heteroscedasticity Test

The heteroscedasticity takes a look at ambitions to check whether or not within the regression version there's an inequality of variance from residuals or different observations. Several ways to determine the presence or absence of heteroscedasticity in the regression model, but in this study using the Scatterplots Test.
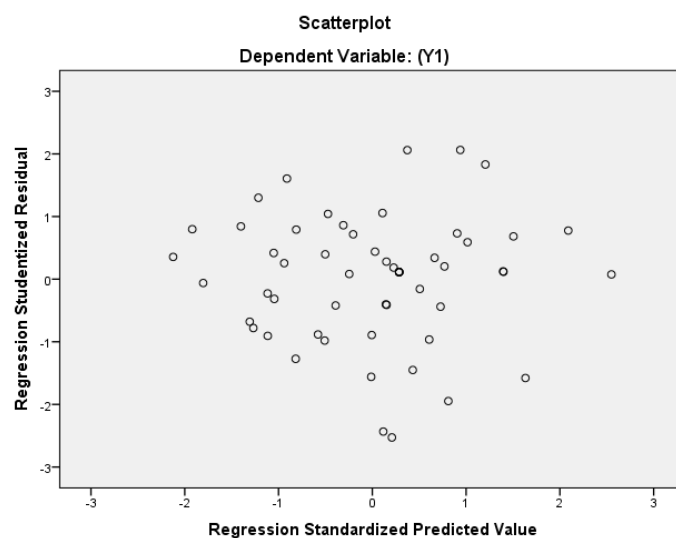

Figure 3. Scatterplots
Source : Processed by SPSS 2023

Based on the picture above, the dots do not form a clear pattern (wavy, spread then narrowed) **and** the dots spread above and below the number 0 on the Y axis, meaning that the data or research does not occur heteroscedacity.

Hypothesis Test
Partial T Test Based on Significance Value

Partial T test based on sig value <0.05, it means that the independent variable (X) partially affects the dependent variable (Y).

Table 7. T Test Results (sig value)

	Coefficients^a							
	Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics		
Model	B	Std. Error	Beta	t	Sig.	Tolerance	VIF	
1 (Constant)	-1.461	2.166		-.675	.503			
(x1)	.052	.055	.114	.957	.343	.534	1.872	
(x2)	.482	.121	.575	4.001	.000	.366	2.730	

(X3)	.094	.099	.153	.948	.347	.290	3.449

a. Dependent Variable: (Y1)
Source : Processed by SPSS 2023

Based on the picture above, it can be concluded that physical evidence (X_1) has no effect on consumer buying interest, namely with a significance of 0.343. Relationship marketing (X_2) has an effect on consumer buying interest, namely with a significance of 0.000. Service quality (X_3) has no effect on consumer buying interest, namely with a significance of 0.347.

Simultaneous F Test Based on Significance Value

The F test is conducted to see the effect of all independent variables together on the dependent variable. The level used is 0.5 or 5%, if the significant value of F <0.05, it means that the independent variable simultaneously affects the dependent variable.

Table 8. F Test Results

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	177.092	3	59.031	26.664	.000[b]
	Residual	115.122	52	2.214		
	Total	292.214	55			

a. Dependent Variable: (Y1)
b. Predictors: (Constant), (X3), (x1), (x2)
Source : Processed by SPSS 2023

Based on the picture above, it can be seen that the significance of this study is 0.000, so physical evidence (X_1), relationship marketing (X_2) and service quality (X_3) simultaneously or together have an effect on consumer buying interest in café Mata Hati.

Table 9. Coefficient of Determination (R^2)

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.778[a]	.606	.583	1.488	1.761

a. Predictors: (Constant), (X3), (x1), (x2)
b. Dependent Variable: (Y1)
Source : Processed by SPSS 2023

Based on this figure, it can be concluded that the coefficient of determination (R^2) between Physical Evidence (X_1), Relationship Marketing (X_2) and Service Quality (X_3) on Consumer Purchase Interest (Y) in Café Mata Hati Kediri Customers is 0.606 or 60.6%. Or according to Sugiyono (2012:231) in the guidelines for interpreting the coefficient of determination, this research is categorized as strong.

Average Purchase Interest in Mata Hati Kediri Café Customers of 60.6% is determined by Physical Evidence (X_1), Relationship Marketing (X_2) and Service Quality (X_3) on Consumer Purchase Interest (Y) and 39.4% is determined by other factors.

4. Conclusion

The results of this study indicate that these three variables have a positive influence on consumer buying interest. This means that the better the physical quality of a cafe, the better the relationship between the cafe and its customers, and the better the quality of service provided by the cafe, the higher the consumer buying interest in the cafe.

The results of this study contribute to cafe business actors in understanding the factors that influence consumer buying interest. The results of this study can also be used as a reference in developing a cafe marketing strategy. The uniqueness of this study with all previous studies is that this study uses three independent variables to be studied, namely phi, relational marketing, and service quality and uses one dependent variable, namely purchase intention.

The limitation of this research lies in the sample used. The sample used in this study was only limited to consumers of Mata Hati cafe in Kediri City. Therefore, the results of this study cannot be generalized to all cafe consumers in Indonesia. The next research agenda that can be done is to expand the research sample. The research sample can be expanded to include cafe consumers in various cities in Indonesia. In addition, research can also be conducted using different research methods, such as qualitative methods.

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