

Physical Evidence Enhancement and Consumer Purchase Intention at Toko Usaha Keluarga MSME

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Abstract—SMEs play an important role in the Indonesian economy, including in Medan City. However, the increasing competition demands business actors to strengthen their marketing strategies, one of which is through Physical Evidence. This research aims to determine the impact of the dimensions of facility exterior, facility interior, and other tangible aspects on consumer purchase interest after the strengthening of physical evidence in *Toko Usaha Keluarga*. This study uses a quantitative approach with a descriptive method. A sample of 50 respondents was selected using accidental sampling techniques. Data were collected through questionnaires that had been tested for validity and reliability, then analyzed using multiple linear regression and paired sample t-test to measure the impact before and after the strengthening of physical evidence. The research results show that there are significant differences in the variables of exterior facility, interior facility, and purchase intention between before and after the strengthening of physical evidence with a significance value of 0.000. For Other Tangible, the significance value obtained is $0.402 > 0.05$, indicating that there is no significant difference before and after the strengthening of physical evidence at *Toko Usaha Keluarga*.

Keywords: Strengthening; SMEs; Physical Evidence; Purchase Interest

1. INTRODUCTION

Micro, small, and medium enterprises (MSMEs), also known as micro, small, and medium enterprises (MSMEs), are a crucial aspect of global economic growth. According to World Bank data (2021) cited in (Panduwinata et al., 2025), micro, small, and medium enterprises (MSMEs) account for approximately 60% to 70% of total employment in developing countries. Furthermore, MSMEs contribute approximately 40% to global GDP and 60% to 70% to GDP in developing countries. This underscores the crucial role of MSMEs in driving economic growth, particularly in job creation and local economic development.

In the current era of globalization, economic development in Indonesia has improved. This is evident in the rapid growth of businesses, with more and more entrepreneurs opening and expanding their businesses. (Arif & Lim, 2023). In Indonesia, we find many MSMEs all around us. The Ministry of Cooperatives and Small and Medium Enterprises (KemenKopUKM) and the Central Statistics Agency (BPS) reported that they have recorded 13.4 million cooperatives and MSMEs in Indonesia. In Indonesia, MSMEs are a crucial factor in supporting economic growth. (Rachmawati, 2024). MSMEs are the largest contributor to Indonesia's GDP, but they still face challenges and difficulties in determining effective promotional media, especially during the current "New Normal" era, to ensure their survival and growth. (Chandra et al., 2022)

The development of MSMEs in Indonesia plays a strategic role in driving economic growth, employment, and income equality (Rachmawati, 2024). However, in increasingly competitive business environments, MSMEs often face challenges in attracting consumers, particularly due to limitations in managing physical evidence as an element of the marketing mix. (Lupiyoadi, 2016)

Physical evidence refers to all physical elements that can influence consumer perceptions of a business, such as store layout, cleanliness, product packaging, and supporting facilities (Zeithmal et al., 2018). In family-owned stores, this aspect is often overlooked because the primary focus is on daily operations rather than customer experience. However, previous research shows that good physical evidence can increase consumer trust and purchasing intention (Kotler & Keller, 2016)

North Sumatra is one of the provinces with the highest MSME growth outside of Java (Central Statistics Agency of North Sumatra Province, 2023). However, the North Sumatra Trade Office found that 85% of MSME stores in Medan and Deli Serdang still use traditional concepts with unstrategic layouts. A consumer survey in this region also revealed that 65% of respondents prefer shopping in modern stores due to cleanliness and convenience. (Lembaga Perlindungan Konsumen, 2024)

Currently, management plays a crucial role in determining the sustainability of a company, including MSMEs. Therefore, many companies and MSMEs prioritize marketing. Every producer and marketer must always strive to ensure that the products they market are well-received by consumers and align with the business's goals and objectives. (Wijaya & Hutabarat, 2023)

Previous research conducted by Waliya et al. showed that the 7P marketing mix was able to increase profits and product sales at Khadijah Gallery. This included the use of physical evidence, which can increase consumer satisfaction with the equipment available at Khadijah Gallery, Palembang. (Waliya et al., 2023)

Based on research conducted by Febrianti et al. entitled "The Influence of Promotion, Price, and Tangible Evidence on Consumer Purchase Intention for Yeyeshop MSME Products," the results showed a positive coefficient between the Tangible Evidence and Purchase Intention variables of 0.572, indicating a positive relationship between the two. This means that every one-unit increase in the Tangible Evidence variable contributes to a 0.572 increase in purchase intention. (Febrianti et al., 2024)

In a previous study conducted by Phalosa et al. entitled "The Influence of Physical Evidence and Service Strategy on Purchasing Decisions at Temp Hoyac Stores in Jambi City." The results of this study analysis indicate that physical evidence has a positive and significant effect on purchasing decisions at Temp Hoyac Stores in Jambi City. With the calculated t value on the physical evidence variable on physical evidence decisions on purchasing decisions, the calculated t value <t table is 6.814> 1.986 with a significance value of 0.00 <0.05. So it can be concluded that H_a is accepted and H_o is rejected, which states that there is a positive and significant influence between the physical evidence variable (X1) on purchasing decisions (Y) of consumers at Temp Hoyac Stores in Jambi City. Physical evidence according to Kotler, physical evidence is evidence owned by service providers aimed at consumers as a proposal for added consumer value, physical evidence is a tangible form offered to customers. If the building or outlet is interesting to look at, this will raise consumer interest in stopping or making purchasing decisions at the outlet. (Phalosa et al., 2025)

Increased promotion of MSMEs through the Physical Evidence marketing mix will increase customer awareness of the brand and product quality. Customers who actively interact with a brand through product use demonstrate a symbiotic relationship between brand awareness and consumer loyalty. This use creates increased awareness, which strengthens consumer loyalty by fostering a stronger connection and understanding of the MSME brand. (Reggina et al., 2024). As we know, not only in Medan, but also in Indonesia, numerous food industries compete. To enable buyers to make informed decisions about the food industry, both companies and MSMEs must prioritize product quality and brand awareness to compete in the market. (Setiawan et al., 2024)

Toko Usaha Keluarga is an MSME engaged in the production and sale of traditional foods, particularly lontong (rice cake) and pecel (vegetable salad), as well as several daily staples such as rice, gas, and ice cubes. This MSME is located at Jl. Santun No. 8, Sudirejo 1, Medan Kota District, Medan City, North Sumatra, Indonesia.

Based on initial observations, this MSME shop, named "Usaha Keluarga," sells rice cakes (lontong) at prices ranging from Rp 4,000, Rp 5,000, and Rp 6,000. In addition to rice cakes, Mrs. Yen, the owner, also sells peanut sauce, gas, and rice. With a monthly income of over 50 million rupiah, Mrs. Yen distributes her rice cakes to the Simpang Limun market. Located on Jalan Sanskrit, this MSME sells its products to the market every morning. *Toko Usaha Keluarga*, which has been operating for years, is often unknown to the wider community, except for close neighbors due to its secluded design.

MSMEs play a vital role in supporting the national economy, including in Medan City. One MSME operating in the culinary sector is the business called *Toko Usaha Keluarga*, which sells products such as rice cakes, pecel (traditional vegetable salad), as well as daily staples like rice, gas, and ice cubes. However, based on initial observations, this store still faces several challenges in attracting consumers.

Field observations indicate that despite its strategic location (on the roadside), the physical appearance of the store remains relatively simple and fails to create an engaging impression. This is evident in the small, tightly packed lettering, the use of subdued colors, and the absence of visual elements that could reinforce the business's identity. Visual appearance, or physical evidence, plays a crucial role in attracting consumers to stop by and make purchases, particularly in the food sector.

Although previous studies have demonstrated that physical evidence influences purchase intention, most studies have focused on restaurants, cafes, and retail business using cross-sectional designs. Limited studies have examined the effectiveness of physical evidence strengthening interventions using a pre-post design in MSMEs. Therefore, this study aims to evaluate whether strengthening physical evidence can significantly improve consumer purchase intention at *Toko Usaha Keluarga* MSME.

The urgency of this research lies in the need to strengthen the physical evidence aspect in MSME marketing strategies so that small businesses like *Toko Usaha Keluarga* can be more competitive and sustainable. With the increasing number of competitors in the culinary sector and increasingly selective consumer behavior, strengthening physical evidence is key to attracting attention and increasing purchase intention. Therefore, we are interested in conducting a final project entitled "Strengthening Physical Evidence on Consumer Purchase Intention at *Toko Usaha Keluarga*", an MSME located at Jl. Santun No. 8, Sudirejo 1, Medan Kota District, Medan City, North Sumatra, Indonesia.

2. RESEARCH METHODS

2.1 Basic Research Framework

This study used a quantitative method with a descriptive approach to examine the effect of strengthening physical evidence on purchasing intention at the "*Toko Usaha Keluarga*" MSME. The sample in this study was a number of consumers who accidentally came and interacted directly with the "*Toko Usaha Keluarga*" MSME during the study

period. The number of respondents used in the sample was 50, considering Sugiyono's (2017) opinion that the sample size in quantitative research does not need to be large, but must be representative. The minimum sample size for simple descriptive and comparative statistical analysis is 30 respondents or more (Sugiyono, 2017). The study was conducted at the "Family Business Store" MSME, located at Jl. Santun No. 8, Sudirejo 1, Medan Kota District, Medan City, North Sumatra, Indonesia, from April to July 2025. Accidental sampling was selected due to the limited accessibility of consumer and the exploratory nature of the intervention-based study.

Quantitative research is a type of research that produces findings that can be achieved using statistical procedures or other methods of quantification (measurement). The quantitative approach focuses on phenomena with specific characteristics in human life, known as variables. In the quantitative approach, the nature of the relationship between variables is analyzed using objective theory. (Sujarweni, 2024)

Descriptive research is research conducted to determine the value of each variable, whether one or more variables are independent without establishing relationships or comparisons with other variables. These variables can systematically and accurately describe a population or a specific field. Comparative research is research that compares one variable with another or one variable with a standard. Associative or Relationship Research aims to determine the relationship between two or more variables and their effects. This research can then develop a theory that can function to explain, predict, and control a phenomenon. (Sujarweni, 2024) The conceptual framework uses the physical evidence theory from Zeithaml, Bitner and Gremler in (Maksudi, 2022) which puts forward 3 indicators, namely facility exterior, facility interior, other tangible.

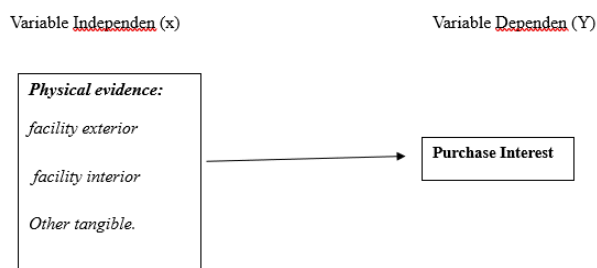


Figure 1. Research Conceptual Framework

2.2 Operational Definition

Table 1. Operational Definition

Variable	Dimensions/Indicators	Statement Items	Measuring scale
Physical Evidence	Facility Exterior	The shop looks attractive from the outside.	1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly Agree
	Facility Interior	The shop layout is neat and clean.	1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly Agree
	Other Tangibles	Employees wear work attributes (apron)	1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly Agree
Consumer Purchase	Attention	I noticed this shop while passing by	1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly Agree
	Interest	I am interested to know more	1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly Agree
	Desire	I want trying the product	1. Strongly disagree 2. Disagree 3. Neutral

Variabel	Dimensions/Indicators	Statement Items	Measuring scale
			4. Agree
			5. Strongly Agree
	Action	I will buy and recommend the product from this shop.	1. Strongly disagree
			2. Disagree
			3. Neutral
			4. Agree
			5. Strongly Agree

2.4 Research Flow

This research began with an initial observation at the Toko Usaha Keluarga MSME to identify existing conditions and problems related to the store's physical evidence. The observation revealed several weaknesses, including the absence of a clear logo and banner, an unattractive store layout, and the lack of employee attributes that reflected the business identity. Based on these findings, the researcher identified the main problem and formulated the research objective, namely to describe the process of strengthening physical evidence to increase consumer purchase intention.



Figure 2. Before strengthening the physical evidence

The next stage involved data collection through observations, interviews with the business owner, and questionnaires distributed to consumers before the implementation of improvements. The collected data were then analyzed to determine the aspects of physical evidence that required enhancement. Based on the analysis, improvement strategies were designed for three dimensions: facility exterior (logo and banner), facility interior (menu board), and other tangibles (employee aprons).



Figure 3. After Strengthening The Physical Evidence



Figure 4. Employee Dress Design

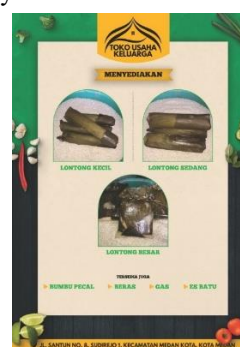


Figure 5. Menu Design

After the design stage, the improvements were implemented in the store. The logo and banner were installed, the menu board was displayed, and employees began wearing the new aprons while serving customers. Following the implementation, data were collected again using the same questionnaire to evaluate changes in consumer perceptions and purchase intention. Finally, the researcher compared the results before and after the implementation. The findings indicated that strengthening physical evidence improved the store's appearance, increased consumer trust, and enhanced purchase intention.

2.2 Hypotheses

The hypotheses in this research are:

- There is an influence between exterior facilities on purchasing interest.
- There is an influence between interior facilities on purchasing interest.
- There is an influence between other tangibles on purchasing interest.

3. RESULTS AND DISCUSSION

3.1 Validity test

A validity test is a test that measures the extent to which the research instrument accurately measures what it is intended to measure. The measurements for each questionnaire item are compared with the r -value. If the r -value is greater than the t -value at a significance level of 5%, the questionnaire is considered valid (Azwar, 2016). The criteria for determining the validity of a questionnaire are as follows:

- If the calculated r -value is greater than the t -value, the statement is considered valid.
- If the calculated r -value is less than the t -value, the statement is considered invalid.

The researchers conducted a validity test at a Family Business Shop with 30 respondents, resulting in an r -value of 0.361.

Table 2. Validity Test Results

Variabel	Butir	r hitung	r tabel
<i>Facility Exterior</i> (X1)	P1	0,380	0,361
	P2	0,486	0,361
	P3	0,553	0,361
<i>Facility Interior</i> (X2)	P4	0,894	0,361
	P5	0,642	0,361
	P6	0,545	0,361
<i>Other Tangible</i> (X3)	P7	0,430	0,361
	P8	0,429	0,361
Purchase Interest (Y)	P9	0,407	0,361
	P10	0,545	0,361
	P11	0,897	0,361
	P12	0,560	0,361
	P13	0,782	0,361
	P14	0,442	0,361
	P15	0,479	0,361
	P16	0,862	0,361

From the table 1, it is known that the question items above are stated in the valid category.

3.2 Reliability Test

The Cronbach's Alpha (C) coefficient is a statistic often used to test the reliability of a research instrument. A research instrument is considered to have adequate reliability if the Cronbach's Alpha coefficient is greater than or equal to 0.60. The criteria for determining the reliability of a questionnaire are as follows:

- If the calculated $r >$ the table r , then the statement is declared reliable.
- If the calculated $r <$ the table r , then the statement is declared unreliable.

In the reliability test, the research instrument was processed using SPSS version 22. The results of the reliability test for each variable can be seen in the following table:

Table 3. Cronbach's Alpha Value

Variable	<i>Cronbach's Alpha</i>
P1	0,875
P2	0,870
P3	0,867
P4	0,849
P5	0,864
P6	0,871
P7	0,877
P8	0,873
P9	0,876
P10	0,868
P11	0,848

Variable	Cronbach's Alpha
P12	0,867
P13	0,855
P14	0,871
P15	0,870
P16	0,850

Based on the summary of the reliability test results in Table 2, it can be seen that the Cronbach Alpha value (r count) is greater than the r table of 0.600. These results can be concluded that all research instruments can be declared reliable and can be used for further analysis, which means this questionnaire has consistent results when measurements are carried out at different times and models or designs.

3.3 Univariate Analysis Results

a. Respondent Gender

In this study, researchers categorized gender into two categories: male and female. The results are as follows:

Table 4. Frequency Distribution of Respondents by Gender

No	Respondent Gender	Frequency	%
1.	Man	21	42,0
2.	Woman	29	58,0
Total		50	100,0

b. Respondent Age

In this study, respondents were categorized into four groups: under 17 years old, 17 to 25 years old, 26 to 40 years old, and over 40 years old. The results are as follows:

Table 5. Frequency Distribution of Respondents by Age

Respondent Age	Frequency	%
<17 years old	0	0,0
17-25 years old	20	40,0
26-40 years old	25	50,0
>40 years old	5	10,0
Total	50	100,0

c. Respondent Purchase Frequency

In this study, consumer purchase frequency was classified into four categories: once, 2-3 times, 4-5 times, and more than 5 times. The results are as follows:

Table 6. Respondent Frequency Distribution Based on Purchase Frequency

Purchase Frequency	Frequency	%
once	23	46,0
2-3 times	18	36,0
4-5 times	8	16,0
>5 times	1	2,0
Total	50	100,0

3.4 Bivariate Analysis Result

Bivariate analysis is a test between two variables that is useful for examining relationships (chi-square test) and differences (t-test).

a. Pre-Post t-Test

In this study, the researcher wanted to compare before and after reinforcement for the same respondents. Therefore, the paired sample t-test was used because the data were normal. The criteria for this test are:

1. sig. (2-tailed) < 0.05, indicating a significant difference between before and after reinforcement.
2. sig. $\geq$ 0.05, indicating no significant difference between before and after reinforcement.

Table 7. Pre-Post t-Test Results

Variabel	Sig (2-tailed)
<i>Facility Exterior</i> (X ₁)	0,000
<i>Facility Interior</i> (X ₂)	0,000
<i>Other Tangible</i> (X ₃)	0,402
<i>Minat Pembelian</i> (Y)	0,000

The table above shows that the facility exterior obtained a significance value of $0.000 < 0.05$, indicating a significant difference between before and after strengthening physical evidence. The facility interior obtained a significance value of $0.000 < 0.5$, indicating a significant difference between before and after strengthening physical evidence. For other tangibles, a significance value of $0.402 > 0.05$ indicated no significant difference between before and after strengthening physical evidence. For purchasing intention, a significance value of $0.000 < 0.05$ indicated a significant difference between before and after strengthening physical evidence.

Paired sample t-test analysis was used in this study to compare the mean values of the facility exterior (X_1), facility interior (X_2), other tangibles (X_3), and purchase intention (Y) variables among the same respondents before and after receiving the physical evidence reinforcement treatment. This test was chosen because the data came from two paired measurement points in the same group and met the assumption of normality, allowing for statistically significant differences between pre- and post-treatment conditions.

In recent scientific literature, the use of paired sample t-tests for pre-post designs has become very common in intervention evaluation research. For example, a quantitative study on digital marketing training showed that the scores for the research variables before and after training differed significantly, with a paired sample t-test value of $p < 0.05$, indicating that the training did indeed have an impact on participants' knowledge after the training compared to before. (Yuliani et al., 2025) Similarly, in research on EFL student skill development, a paired sample t-test showed a significance value of 0.00 ($p < 0.05$), indicating an increase in competency after educational intervention compared to scores before the specific learning strategy was implemented. (Suyasa, 2024)

b. Facility Exterior (X_1)

The results of the paired sample t-test for the facility exterior showed a significance value of $0.000 < 0.05$, indicating a significant difference between the pre- and post-physical evidence reinforcement conditions. This indicates that changes in the facility's external appearance, such as visual design, cleanliness, and the building's exterior appeal, significantly impacted respondents' perceptions after the reinforcement compared to before.

This finding aligns with training studies that show significant score increases after intervention, where pre-post differences do not occur by chance but indicate a meaningful change as a result of the intervention. (Yuliani et al., 2025) Theoretically, the facility exterior is the first physical evidence component seen by consumers, thus significantly influencing their first impression and influencing their overall view of service quality.

c. Facility Interior (X_2)

For the facility interior variable, the paired sample t-test also showed a significance value of $0.000 < 0.05$, indicating a significant difference between the pre- and post-enhancement conditions. This indicates that interior aspects such as room layout, comfort, ventilation, lighting, and cleanliness changed significantly after the intervention and had a positive impact on respondents' perceptions.

In various recent studies of learning design or educational interventions, pre-post scores analyzed using paired sample t-tests showed a similar trend: the treatment significantly improved scores after the intervention compared to before. Another relevant example is EFL research that found that providing a specific learning model significantly improved participants' abilities compared to before the intervention. (Suyasa, 2024)

A well-managed interior can create a comfortable and professional atmosphere, leading consumers to evaluate the service more positively, which in turn can influence purchasing behavior.

d. Other Tangibles (X_3)

In contrast to the previous two variables, the results of the paired sample t-test on the other tangible variable yielded a significance of $0.402 \geq 0.05$, indicating no significant difference between the pre- and post-reinforcement conditions in this aspect. This suggests that strengthening additional physical elements, such as small supporting attributes or secondary visual elements, has not been able to produce meaningful changes in respondents' perceptions.

In other research contexts, there is a phenomenon where elements that are less dominant for respondents do not show significant changes even when measured using pre-post tests. For example, in several pre-post studies using paired sample t-tests, some variables did not experience significant changes despite intervention because respondents did not perceive these variables as factors influencing the main study outcome. (Aulia & Chamidah, 2025).

This indicates that interventions on secondary elements must be designed more robustly or linked directly to consumer experiences to significantly change perceptions.

e. Purchase Intention (Y)

For the purchase intention variable, the test results showed a significance value of $0.000 < 0.05$, indicating a significant difference between respondents' purchase intention before and after strengthening physical evidence. This suggests that enhancing the physical elements of a service contributes to increased purchase intention. Simply put, when physical facilities look and feel better, consumers feel more attracted and motivated to make a purchase or choose that service.

This finding is consistent with studies of training interventions or educational evaluations that use paired sample t-tests, which suggest that changes in scores after treatment can reflect increased motivation, competence, or interest in specific variables. (Yuliani et al., 2025)

Overall, the paired sample t-test in this study indicates that enhancing physical evidence significantly impacts the facility exterior (X_1), facility interior (X_2), and purchase intention (Y), but does not result in significant changes in other tangible variables (X_3). These results align with recent literature using a pre-post design with a paired t-test, where

interventions are designed to improve specific outcomes and then statistically tested to determine changes before and after (Yuliani et al., 2025)

Thus, the application of the paired sample t-test in this study successfully demonstrated that the strategy of strengthening physical evidence had a significant impact on several key aspects of service and contributed to increased consumer purchase intention.

3.5 Multivariate Analysis Results

Multivariate analysis is a statistical analysis method used to process or analyze more than two variables simultaneously in a single model. The test used in this study was a multiple linear regression test to examine the partial, simultaneous, and determinant effects after the data were determined to be normal.

a. Normality Test

A data normality test is a statistical test used to determine whether data follows a normal distribution. The purpose of a normality test is to confirm the assumption of normality before using parametric statistical tests, such as the t-test, ANOVA, or linear regression.

1. If the Sig. (p-value) > 0.05, the data is normal.
2. If the Sig. (p-value) ≤ 0.05, the data is not normal.

Table 8. Data Normality Test Before Physical Evidence Confirmation

Kolmogorov-Smirnov			
Normality	Statistic	df	Sig.
	0,050	50	0,200

The table above shows a significance value of 0.200, which is greater than 0.05. Therefore, it can be concluded that the assumption of normality is met, indicating that the data is normally distributed.

Table 9. Data Normality Test After Physical Evidence Strengthening

Kolmogorov-Smirnov			
Normality	Statistic	df	Sig.
	0,074	50	0,200

The table above shows a significance value of 0.200, which is greater than 0.05. Therefore, it can be concluded that the assumption of normality is met, indicating that the data is normally distributed.

b. Simultaneous Test (F Test)

The simultaneous test, or F test, is one of the stages in multiple linear regression analysis used to determine whether the independent variables simultaneously have a significant effect on the dependent variable. This test is performed by comparing the calculated F value and the F table value at a certain significance level, or by looking at the significance value (p-value). If the calculated F value is greater than the F table value or the p-value is less than α (usually 0.05), it can be concluded that the regression model used is significant, meaning that all the independent variables tested simultaneously contribute to the dependent variable.

Table 10. F Test Results

Variabel	Sum Of Squares	Df	Mean Square	F	Sig.
Regression	2,589	3	0,863		
Residual	2,974	46	0,065	13,347	0,000
Total	5,563	49			

Based on the table above, the significance value of the three independent variables is $0.000 < 0.05$, indicating that all variables examined in this study have a joint influence on purchase intention.

The simultaneous test, or F test, in multiple linear regression analysis aims to determine whether all independent variables simultaneously have a significant influence on the dependent variable. In this study, the F test showed a significance value of $0.000 < 0.05$, indicating that the regression model used was feasible and all independent variables studied simultaneously had a significant influence on respondents' purchase intention.

Several recent quantitative studies have also shown similar results, where simultaneous tests indicate that independent variables simultaneously significantly influence the dependent variable, such as those in (Aminullah et al., 2026) and others.

This study simultaneously measures the influence of price, product quality, and physical evidence on consumer purchasing decisions in the fast food industry. Multiple regression results indicate that all three variables simultaneously have a significant influence on consumer purchasing decisions. This indicates that when these variables are included in a single model, they significantly contribute to explaining variations in consumer purchasing behavior. (Aminullah et al., 2026)

This is in line with research (Zulfiyan et al., 2023) on the 7Ps marketing mix. Although not entirely up-to-date, research that also used a simultaneous (F) test in a multiple regression model on consumer satisfaction showed a significant F value ($p < 0.05$), indicating that marketing mix variables, including physical evidence, simultaneously influence consumer satisfaction. This aligns with the findings of your study that all independent elements have a joint influence on the dependent elements (Zulfiyan et al., 2023).

These findings support the notion that when independent variables such as physical evidence, price, promotion, etc. are considered, the effect of these variables on consumer satisfaction is significant. When included in a single regression model, they can collectively explain variations in consumer behavior such as purchase intention and satisfaction. This indicates that the overall performance of the regression model is valid and that all independent variables contribute significantly to the dependent variable.

There are also conflicting findings (contradictions/variations in the results) from our research. Although most studies support significant simultaneous test results, there are also research conditions that indicate the F-test does not always produce a significant simultaneous effect, depending on the design, variables, and context.

An example of a different result from research (Attamimi & Wanma, 2022). In a study combining atmosphere, service quality, and price fairness on customer satisfaction, although the F-test showed a significant simultaneous effect, it was found that one of the variables (atmosphere) partially had no significant effect. This indicates that the F-test result alone does not necessarily imply that all variables play a significant role individually, even if the model is collectively robust.

c. Partial Test (T-Test)

The results of the partial test, or T-test, are used to determine the influence of each independent variable individually on the dependent variable. In this test, each independent variable is tested individually to determine whether it has a significant influence. The value of interest is the calculated t-value, which is compared to the t-table, or the significance value (p-value). If the calculated t-value is greater than the t-table, or the p-value is less than the significance level (α), usually 0.05, then the variable has a partial significant influence on the dependent variable. Thus, the T-test helps researchers determine which variables truly contribute to the regression model.

Table 10. Linear Regression Test (T-Test)

Model	Unstandardized Coefficient		Standardized Coefficient	t	Sig.
	B	St.d Error	Beta		
(Constant)	1,823	0,383		4,761	0,000
<i>Facility Exterior</i>	0,271	0,112	0,344	2,411	0,020
<i>Facility Interior</i>	0,063	0,099	0,091	0,633	0,530
<i>Other Tangible</i>	0,237	0,077	0,384	3,070	0,004

The table above shows that the facility exterior variable achieved a significance value of $0.020 < 0.05$, indicating a significant influence on purchase intention. The facility interior variable achieved a significance value of $0.530 > 0.05$, indicating no significant influence on purchase intention. The other tangible variable achieved a significance value of $0.004 < 0.05$, indicating a significant influence on purchase intention.

d. Results of Partial Test Discussion on Facility Exterior

Based on the results of the partial test (t-test), the Facility Exterior variable (X_1) showed a significance value of less than 0.05, thus concluding that Facility Exterior has a significant partial effect on Purchase Intention. This means that individually, exterior facilities significantly influence consumer purchase intention. These results indicate that consumers consider exterior appearance as an important consideration before deciding to use a service or purchase a product.

Facility exterior is part of the physical evidence that serves as an initial stimulus for consumers. Elements such as building design, cleanliness of the front area, signage, exterior lighting, and the neatness of the surrounding environment create a first impression that psychologically influences consumers' perceptions of service quality. If the initial impression is positive, consumers will develop positive expectations about the service offered, thus increasing purchase intention.

The results of this study align (pro) with research (Efendi et al., 2024) which states that physical evidence, particularly the physical appearance of facilities, significantly influences consumer purchase intention and repeat purchases. The study showed that well-organized and attractive exterior facilities increase consumer trust and perceptions of service provider professionalism. Similar findings were also presented by (Jaelani & Arochman, 2025) who concluded that store exteriors have a significant partial effect on shopping intention, as consumers tend to assess service quality based on the initial physical appearance before entering the service area.

However, the results of this study do not fully align with those of (Yulanta & Utomo, 2024)). In their study, Yulanta and Utomo found that physical evidence did not have a significant partial effect on purchasing decisions, even though this variable was tested alongside other variables such as green marketing and Islamic advertising ethics. These results suggest that the physical elements of a service are not always the dominant factor in influencing consumer behavior.

This difference in results can be explained by the different focus of the variables and the research context. In Yulanta & Utomo's study, physical evidence was examined as a single unit, so consumers tended to pay more attention to non-physical factors such as ethical values and marketing messages. Meanwhile, in this study, the exterior of the facility

was examined specifically, allowing consumers to focus more on the external appearance of the facility as the initial stimulus in shaping purchase intention.

Furthermore, respondent characteristics and service type can also influence research results. In certain contexts, consumers may not prioritize the facility's exterior appearance as a primary consideration, but rather prioritize functional factors or the value of the product offered. This aligns with findings (Yulanta & Utomo, 2024), which concluded that the influence of physical evidence on purchasing decisions is contextual and dependent on other accompanying variables.

Thus, although the results of this study indicate that the facility exterior has a significant partial effect on purchase intention, research (Yulanta & Utomo, 2024) provides a different perspective, reinforcing the understanding that the influence of physical service elements is not always consistent across research contexts.

e. Results of Partial Test Discussion on Facility Interior

The results of the partial test (t-test) indicate that the Facility Interior variable (X_2) has a significance value greater than 0.05, thus concluding that Facility Interior does not have a significant partial effect on Purchase Intention. This indicates that the condition of the interior of the facility individually can influence consumer decisions in forming purchase intention.

Facility interiors encompass aspects of spatial layout, comfort, cleanliness, lighting, ventilation, room color, and the overall atmosphere within the service facility. A comfortable and well-designed interior environment can create a positive experience for consumers. This experience will influence consumer emotions and attitudes, ultimately leading to increased purchase intention. In service marketing theory, facility interiors are included in the servicescape concept, which functions as a determinant of perceived service quality.

The results of this study align (pro) with research conducted by (Yulanta & Utomo, 2024). In their study, Yulanta and Utomo found that physical evidence did not have a significant partial effect on purchasing decisions, even though this variable was tested alongside other variables such as green marketing and Islamic advertising ethics.

f. Partial Test Discussion Results on Other Tangibles

Unlike the previous two variables, the partial test (t-test) on the Other Tangibles (X_3) variable showed a significance value of less than 0.05, thus concluding that Other Tangibles have a significant partial effect on Purchase Intention. This means that individually, the supporting physical elements are not able to significantly influence consumer purchase intention.

Other tangibles include additional physical elements such as supporting attributes, small decorations, additional visual aids, brochures, or employee uniforms. The insignificance of this variable indicates that consumers tend not to consider supporting elements as a primary factor in shaping purchase intention. Consumers focus more on the main features that are directly perceived, such as interior comfort and exterior appeal.

The results of this study align (pro) with a number of studies showing that physical evidence, including other tangibles, which are part of the physical evidence of a service, has a positive and significant influence on consumer behavior. For example, research by (Aminullah et al., 2026) shows that physical evidence has a positive and significant effect on consumer purchasing decisions at Mie Gacoan Jember, and (Wardana et al., 2024) found that physical evidence has a positive and substantial impact on purchasing decisions, supported by purchase intention.

Furthermore, (Fitriani, 2025) in a study of Kentucky Fried Chicken consumers also found that physical evidence significantly influences purchasing decisions, and research at Estusae Café Trawas showed that the quality of physical evidence plays a significant role in enhancing consumer purchasing decisions. (Safitri et al., 2023)

However, there are also contradictory studies. Research by (Yulanta & Utomo, 2024) found that physical evidence, as a whole, had no significant effect individually on purchasing decisions, suggesting that the physical elements of a service are sometimes not strong enough to influence consumer behavior without the support of other variables in the model. Thus, the results of this study are consistent with the literature showing that other tangible elements or supporting physical evidence often have a smaller or insignificant influence on purchase intention, especially when compared to key factors such as service quality, price, or the overall consumer experience.

g. Coefficient of Determination (R^2) Test

The coefficient of determination aims to determine the extent of influence the independent variable has on the dependent variable.

Table 11. Results of the Coefficient of Determination (R^2) Test

R	R Square	Adjusted R Square	Std. Error Of The Estimate
0,682	0,465	0,430	0,25426

Based on the table above, we can see that the r square value is 0.465, which shows that all variables studied in this study have a large influence of 46.5% on purchasing interest.

4. CONCLUSION

The results of the study showed a significant influence between the exterior and other tangible facility dimensions on purchase intention, while the interior facility dimension had no significant effect. This suggests that the store's exterior

appearance and supporting attributes, such as work uniforms, are more effective in attracting attention and building positive consumer perceptions than the store's layout or interior design. The results of a paired sample t-test demonstrated a significant difference between before and after strengthening physical evidence. After the improvements, there was an increase in consumer purchase intention, indicating that strengthening physical evidence had a significant impact on purchase attraction and satisfaction. The results of a paired sample t-test demonstrated a significant difference between before and after strengthening physical evidence. After the improvements, there was an increase in consumer purchase intention, indicating that strengthening physical evidence had a significant impact on purchase attraction and satisfaction. Improving physical evidence through the creation of logos, banners, menus, and aprons successfully enhanced the store's professional image and visual appeal. This effort made the *Toko Usaha Keluarga MSME* appear neater, more recognizable, and created a positive impression on consumers, thus supporting an overall increase in purchase intention. This study contributes to servicescape and physical evidence literature by demonstrating that not all dimensions of physical evidence equally influence purchase intention in MSMEs. MSME should prioritize investment in exterior facilities and tangible supporting elements rather than focusing solely on interior redesign. Future studies should employ larger sample and probability sampling technique to improve generalizability.

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