
THE EFFECT OF INTERIOR ATMOSPHERE ON VISITORS COMFORT AT SUNDANESE RESTAURANT IN BANDUNG

Titihan Sarihati¹⁾, Tita Cardiah²⁾, Ratri Wulandari³⁾

¹⁾ Telkom University

titiansarihati@telkomuniversity.ac.id

²⁾ Telkom University

titacardiah@telkomuniversity.ac.id

³⁾ Telkom University

wulandarir@telkomuniversity.ac.id

ABSTRACT

The potential of culinary business in the city of Bandung is growing in line with the development of tourism places there. One of the developments is in the function of restaurant which no longer only for eating and drinking but has a recreational function and a means of socializing. Considering the attention and interest of visitors to Sundanese restaurants is quite large and the tendency to visit again is also intense, it is necessary to examine whether the Sundanese ethnic restaurants also have an atmosphere that can form attachment on visitors. This research was conducted to determine: 1) implementation of Sundanese ethnic interior elements in creating the atmosphere in Sundanese restaurants; and 2) analyzing the relation between the attachment and the atmosphere of Sundanese ethnic spaces in restaurants. The case study is in Paviliun Sunda restaurant. Research data obtained through questionnaires and direct observation. The results of this study are information about the influence of Sundanese traditional atmosphere on the restaurant towards visitors' attachment feeling. This research is expected to be a reference in creating attachment through the restaurant space atmosphere or through the place factor as one of the efforts to create a place attachment in a Sundanese restaurant so that it can increase the profit of the restaurant itself.

Keywords: *interior atmosphere, comfort, restaurant*

INTRODUCTION

Now, Restaurant not only as a place for eating and drinking but also has a function as recreation and socialization place. The existence of space users in a restaurant is the human relationship with the physical environment that results in a feeling of comfort and attachment to the space. Restaurant are also designed to create an atmosphere that supports the character of food and service provided, in order to make the visitors have memorable dining experience, enough to make them wants to come back or give recommendations to others.

Atmosphere has an important role in the dining experience, it is associated with the fact that people come to restaurants not just to fulfill their basic needs for eating and drinking, but there are other needs to be achieved, namely recreation or leisure activities (Titihan Sarihati, 2015).

Based on previous research, there is a strong relationship between humans and the atmosphere of the room. The atmosphere is stated as the main factor in forming place attachment that is dominated by a pleasant view towards the park that serves as a point of interest (Maharani, 2015). Similar research also states that there is an element of visitor's attachment feeling in space caused by the atmosphere, it is found in restaurants with Javanese ethnic nuances. Thus, it is

also needs to be studied whether the Sundanese ethnic restaurant also has an atmosphere that can form attachment on visitors, given that the attention and interest of visitors to Sundanese restaurant is quite large and the tendency to visit again is also intense.

DATA DESCRIPTION

Data collection through questionnaires was carried out referring to the findings of previous research entitled "Sunda culture values at Sunda restaurant design in Bandung. In this study, the space users (visitors) who have spent more than one hour at the restaurant were chosen as the subject or respondent of the study. The respondents were 11 people, consisted of 6 men and 5 women, with aged ranged of 18-50 years, as well as came from various backgrounds of tribes, educations, and occupations. The questionnaire contained 36 questions which were divided into two parts, namely the respondent data section (21 questions) and the attachment forming element (15 questions). In addition, researchers also made direct observations by visiting the Paviliun Sunda restaurant to observe the atmosphere and interior design of the restaurant.

RESEARCH METHODOLOGY

This research is a descriptive analytical study of the Attachment Study on Sundanese Restaurant Interior Atmosphere in Bandung by taking a case study of Paviliun Sunda restaurant in Bandung. The data collection method used is a combination of simple qualitative and quantitative methods to obtain measurable data related to spatial activities and needs.

LITERATURE REVIEW

Place Attachment

Based on the existing literatures, in broad outline it can be said that a place is a space that has a certain meaning for its inhabitants or users. The concept of place is based on interactions between people, physical settings, and activities that occur at the particular location (Ruback, Pandey & Kohli, 2008). Place attachments are multidimensional and cannot be explained only through cause and effect relationships. Rather, it depends on the reciprocal relationship between behavior and experience. Scannell and Gifford (2010) defines the theory of place attachments into 3 variables, namely person, process, and place.

Attachment to a place is described as an "at home" feeling, which is a sense of belonging or rootedness as described in various literature. Someone is bound to a place through a process that reflects their behavior, as well as cognitive and emotional experiences in the social and physical environment (Bernardo, 2005).

Sundanese Cultural Values

In general, the people of West Java or Tatar Sunda, are known as gentle, religious, and highly spiritual communities. This tendency is evident as in the slogan: *silih asih* (love each other); *silih asah* (perfect each other); *dan silih asuh* (protect each other). Love each other (give priority to compassion), perfect or improve each other (through education and knowledge sharing) and protect each other (safeguarding one another). In addition, Sundanese also has some other values such as politeness, humility towards others, respect for the elderly, and love for the younger ones. In Sundanese culture, the magical balance is maintained by performing traditional ceremonies, while the Sundanese social balance is carried out through mutual assistance to maintain it.

Space Atmosphere

Atmosphere is a direct form of physical perception, and is recognized through emotional sensitivity (Peter Zumtho, 2006). Space is a place where someone interacts by giving action and reaction. Human reactions can arise from the influence of surrounding environment. The surrounding environment the context of design elements can meet the physical and spiritual needs of the user, which is also called the atmosphere. Space atmosphere is the meaning process of stimulus felt by seeing, hearing, moving, touching, and smelling through the thinking process in human brain. These environmental conditions are generally translated into elements of room design and supported by human social relations in space (T.Sarihati, 2012).

In the process of atmosphere shaping, interior and architectural elements have an important role in building a certain space atmosphere. This is in line with what is expressed by Quinn that atmosphere is the whole physical thing and decorative details that are combined to create a condition of ambience (the impression caused by the condition of a room and energy) (Quinn, 1981). Atmosphere in a restaurant can be defined as a planned condition that suits the target market and which can attract consumers to buy. Atmosphere influences the buyer emotional state which then influences the buyer behavior of the purchase or other attitudes. Space atmosphere created by restaurant convinced customers to come and make them feel at home or attached (Lesonsky, 2011).

RESULTS AND DISCUSSIONS

Sundanese Atmosphere Analysis on the Interior of Paviliun Sunda Restaurant

The atmosphere in a space can be formed by physical and non-physical elements of the space. Non-physical element includes social environment, which involve interactions between people, whether with colleagues or with the waiter/waitress. On the other hand, physical element includes things that can be captured by human senses. Space analysis with Sundanese atmosphere can be described as follows:

1. Typology

The existing building in Paviliun Sunda is a typology of Dutch colonial buildings, so it can be said that the physical building does not reflect Sundanese architecture at all. However, the restaurant space conditions are designed so that the Sundanese atmosphere can be felt by the space user.

2. Function Analysis

The activities function aspect in the building is the most certain thing that could change totally. The initial function of the building is used as a residence, and the rooms inside has also used permanently by permanent residents. When it transformed into a restaurant, the rooms turn into commercial public spaces. The spaces can be used by anyone with relatively same interests. From the interviews with several visitors, it was found that their purpose of visiting Paviliun Sunda was not just to fulfil their needs for food or drink, but also in order to look for a different atmosphere and to do relaxing activities with friends or family (socializing).

3. *Building*

a. Layout

The layout of Sunda Pavilion is less of a concern for respondents, because through interviews conducted, it is not generally understood. The layout space is not the same as in the traditional houses, because architecturally the existing building is not a traditional building so the rules applied differ. From the discussions with FGD participants, it concludes that the layout in Paviliun Sunda was not identical to the layout at the Sunda House. However, the different layout does not significantly reduce the space impression. The existing grouping builds a familiar social atmosphere like in Sunda. Similarly, the shape or model of furniture is also not that considered.

b. Building elements

- Floor

The floor materials at the research location is considered to be incompatible with the space theme, because tile flooring material is used there, it is identical to the floor material of Javanese Joglo that has been influenced by colonial culture. Paving blocks are used in other parts of the floor, they are made in different colors to form a particular floor pattern, but it makes the room has contemporary style. However, parquet is used in the *lesehan* area to support the impression of Sundanese traditional atmosphere. Figure 1 shows floor materials used in Paviliun Sunda.



Figure 1 Floor Materials in Paviliun Sunda
Source: Author's documentation, 2018

- Body

The body part consists of several elements, namely columns, walls, windows, and doors. The walls of Sundanese houses generally use bamboo and wood materials with minimal finishing, with a brown tendency. However, in Paviliun Sunda there were hardly any walls using these materials. Most part of the walls in this restaurant use brick plaster with white paint finishing. Likewise, the shape and material of the doors and windows in Paviliun Sunda do not much alike those in Sundanese traditional houses. However, there are quite many wide openings which allows the air and light circulation from outside to be maximized, it matches the condition in Sundanese traditional building. Figure 2 shows the column and the wall in Paviliun Sunda.



Figure 2 The Column and the Wall in Paviliun Sunda
Source: Author's documentation, 2018

- Ceiling

Like other interior elements, the general ceiling of Paviliun Sunda still responds to the building existing condition, so a flat ceiling is presented. Bamboo booths with a natural brownish color as additional material is applied as a hanging ceiling for accentuation. Figure 3 shown the ceiling design in Paviliun Sunda.



Figure 3 The Ceiling in Paviliun Sunda
Source: Author's documentation, 2018

c. Temperature and lighting aspect

The Sundanese house generally utilizes natural ventilation as an effort to maximize the potential of the natural environment. The concept of an open space and a unique roof structure allows the flow of fresh air to enter and flow into the building. At the research location, there are many openings for a good natural air circulation, even without using air conditioning. Cool air can be provided thanks to the concept of open space and high ceiling. In terms of temperature, it is similar with the atmosphere in Sundanese houses that tend to be cool.

d. Ornamentation

Sundanese traditional buildings, especially residential houses, are generally very minimal in applying ornamentation, which is consistent with Sundanese concept of life that is full of simplicity. Nevertheless, ornamentation and decorative elements are raised through woven motifs and aesthetic elements. This is a visual character that gives off the 'Sunda' atmosphere of in the interior space.

The interior arrangement and decoration in the main building presents ornaments such as green curtains in each column, green color at the bottom of the column, bamboo material composition, framed batik cloth, wooden furniture, classic chandelier, and *tegel* original floor tiles. In additional buildings, the design is very different where it presents a semi-outdoor interior with a ceiling-less structure featuring a transparent polycarbonate roof. The *lesehan* area is made separate with a more closed, simple, and elegant character by applying dim lighting, water elements, and landscape elements. The character of colonial

buildings is still maintained in the main building, especially on the floor, openings (windows), and lights.

e. Sound system

Audio that is the characteristic of Sundanese culture is usually presented through *karawitan* music that usually used to accompany performances. However, the type of music used in Paviliun Sunda is Sundanese pop and pop music. According to interviews with visitors, Sundanese atmosphere is not maximally delivered there because the music presented comes from various types of general music. The presence of music was also believed by some of visitors to be able to further build the atmosphere, but it would also not be an obstacle in appreciating the Sundanese nuanced space if it is not presented.

f. Food taste

At Paviliun Sunda restaurant, the menu is served identically with a typical menu of *tatar parahyangan*, such as fish, various type of food made using chicken and meat, stir-fried vegetables, soups, and raw vegetables (*lalaban*) along with chili, as well as other complementary foods. At Paviliun Sunda, the food is served with various styles, namely buffet style (*prasmanan*), à la carte style, open kitchen style, and closed kitchen style. Serving buffet style meals is considered more appropriate by visitors for Sundanese restaurants. This style is also believed to be able to increase appetite (*kabita*) by looking at the various menus served.

From the description above, the Sunda Pavilion restaurant does not totally present the Sundanese ethnic atmosphere, but it has several elements that gives off a Sundanese ethnic atmosphere. The visual character emerged is the most dominant thing in building the space atmosphere.

Visitors Attachment Analysis at Paviliun Sunda

There are several related elements in forming place attachment, namely person, place, and process. The concept is borrowed in studying attachment, considering that attachment is part of the place attachment. The keyword attachment is used as a question item in the process element.

1. Person

From the questionnaire results it was found that the person element was in a positive condition, where some respondents were in good physical and mental condition by agreeing that they are in a happy state while in this restaurant (63.7%). It also states that the respondents have experienced an atmosphere similar to that found in Paviliun Sunda (81.9%), as well as has a good company in the restaurant (pleasing partner statement of 81.9% and groups statement of 81.9%). Thus, it can be concluded that the respondent as a person element is in a positive condition, both in terms of personal and social relations.

2. Place

The visitor states that the most dominant elements in producing Sundanese atmosphere in Paviliun Sunda restaurant (other than the cuisine menu) are derived from visual elements (from the *lesehan* style, the tables and chairs, the bamboo materials, to the grouping) and supported by audial elements (from the water gurgling sound). For the assessment of Sundanese atmosphere in the Paviliun Sunda restaurant, the result shows that the majority of visitors give a rating of 7-9 on a scale of 1-10, indicating that visitors like being in the restaurant.

3. Process

Table 1 shows the distribution of respondents' answers to the indicators that are used as measurement tool to find out about the "Process (visitor's attachment)" element.

Table 1 Process element preference or respondent's attachment

No	Question	%
1	I feel happy to be here	27.3%
2	I feel at ease being here	18.2%
3	I feel respected	0.0%
4	I like this restaurant	0.0%
5	I feel safe in this restaurant	0.0%
6	I feel relaxed in this room	36.4%
7	I want to linger in this restaurant	18.2%
8	I feel like I am at my own home	0.0%
9	This room reminds me of a Sundanese house I have visited	27.3%
10	I feel I am being taken to the past	0.0%
11	I feel like I am in a different place	54.5%
12	I have encountered this kind of space in my life	18.2%
13	When you come in pairs, the face-to-face sitting position will be more fun	45.5%
14	I will choose the same seat when I visit again	27.3%
15	I do not want to move from the place I chose	9.1%
16	I feel the room is too crowded	0.0%
17	I feel the room is too noisy	18.2%

Table 1 shows that indicators of attachment were responded positively by respondents. In place attachment, the process factor covers the affection, cognition and behavior of restaurant visitors. The results from the data above are as followed:

1) Affection

From the questions about affection (factors related to emotions and feelings), it is known that the majority of respondents are feeling happy, relaxed, safe, peaceful, and want to linger in the restaurant. Therefore, it can be concluded that the space in Paviliun Sunda is able to evoke positive feelings related to attachment.

2) Cognition

Cognition is a factor related to the memory that later 'becomes' 'knowledge' of respondent. Respondents stated that they feel like they were back in time and like they were in a different place than they had ever visited. Respondents also stated that the space formation in Paviliun Sunda is not often found in daily life, but the atmosphere there is able to create a unique value space experience.

3) Behaviour

Behavior is a reaction that can be produced as a result of the stimuli presented. In relation to spatial, these aspects can be related to spatial behavior. Respondents stated that the face-to-face sitting position with their partner is the most favorable conditions when they are in a restaurant. This is related to the layout and form of furniture located in Paviliun Sunda which allows visitors to be able to sit face-to-face, it ables to build familiarity and informal feelings, and will further build attachment in the room.

CONCLUSION

From the analysis results of this study, several results regarding the influence of traditional atmosphere on visitor attachment are obtained, it is formed by the factors of people, places, and processes. Attachment that occurs and experienced by visitors is influenced by visual and audial elements.

User's comfort when carrying out various activities can be felt from the achievement of the atmosphere of space formation that can provide comfort and attachment feeling to the visitors.

Sundanese restaurants with a target market of middle and upper class are demanded to provide maximum service both from the type of menu and from the quality of room, atmosphere, and comfort provided. The quality of space can be realized through the implementation of elements and values of Sundanese culture in the architectural and interior design provided by the designer or architect according to the client's request (restaurant owner). Survey results shows that cultural values such as the atmosphere of togetherness and how to eat together in *lesehan* style are one of the elements that form the atmosphere in Sundanese restaurants.

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