

The Influence of Interior Design on Spatial Experience Based on Comfort Aspects of Visitors: A Case Study of Nadhi Heritage Cafe

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ABSTRACT : Spatial experience is the outcome felt by users when sensing and interacting with the surrounding environment, which in this case is the interior design. Comfort itself is one of the main aspects influencing spatial experience and how users can create a positive and satisfying experience. Spatial experience in commercial café settings can become one of the brand identities and enhance customer satisfaction. However, many cafés interior designs are created merely for visual aesthetics to follow current trends without considering visitor comfort. Therefore, this research aims to identify the impact of interior design on spatial experience through the aspect of visitor comfort in café settings. Additionally, the results of this research hoped to serve as reference and consideration for various other academic fields in the effort of designing and renovating café establishments or for future research endeavors. This research employs mixed methods with a descriptive approach to depict the existing condition and spatial experience based on comfort of the researched object, namely Nadhi Heritage Café, located on Gajah Mada Street, Denpasar, Bali. Interior design exerts a profound influence on the creation of spatial experiences, defined as the perception and emotion elicited in individuals as they interact with space. Comfortable space foster positive experiences, while uncomfortable space can lead to negative ones.

KEYWORDS - Cafe, Comfort, Interior Design, Nadhi Heritage, Spatial Comfort

I. INTRODUCTION

The influence of globalization and development of the tourism industry in Indonesia have created business opportunities in the food and beverage(F&B) sector, particularly in the café sector. Nowadays, cafes are not only a place to enjoy drinks and snacks but have become a space for working, meetings, and even stages for various activities. The continuous increase in the number of international and domestic tourists in Bali has created a demand for unique and comprehensive culinary experience, such as café experience that offer distinctive atmospheres. In the other hand, a well-designed commercial interior can enhance visitor comfort and cultivate a positive customer experience. Furthermore, interior aesthetics and the ambiance of a space can influence customer emotions and satisfaction levels. Nadhi Heritage Café is located in Denpasar famous business district, which has existed since the 70's and was designated as a cultural heritage area by the Denpasar City Government in 2008. Jalan Gajah Mada is often referred to as the representation of old Denpasar, that still operating as a commercial area as it always has been. This street's location is very strategic, being in the heart of the city and close to the bustling traditional Badung Market and Kumbasari Art Market.

The cafe itself is located on the second floor of a stationery store that used to be called UD. Nadhi. The store has been around since 1972. The second floor was originally used as a warehouse until it was renovated into a café in 2022, without removing the main icon of the family heirloom store [1]. The interior design of Nadhi Heritage Café adopts a classic Indonesian 1970s concept. The room size still maintains the original building's spaciousness. Although it has become a café, there is still an area designated to preserve the memories of the owner and to strengthen the retro impression of the café. It can be known that the significance of this research is to determine the influence of the interior design of Nadhi Heritage, as a case study, on spatial experiences based on the aspect of visitor comfort in cafes. Thus, it will be known whether or not there is an influence of comfort on the spatial experience of visitors. Furthermore, this research needs to be conducted because based on the study of previous literature, there has been no research that specifically studies spatial experience based on the aspects of comfort, especially with the case study of Nadhi Heritage Café.

Therefore, further research is essential to understand the influence of interior design on spatial experience based on the level of comfort perceived by café visitors. This research is expected to fill this gap and map out the comfort aspects that influence spatial experience.

The result of this research can be further developed for future research and can be used as a reference for interior design that is related to designing café spaces to provide more positive and comprehensive spatial experience. According to Sari's interpretation of Adolf Hildebrand's "Problem of Form", she explains that our experience of form is derived from two type of perceptions pure: vision, characterized by the alignment of both eyes with the body, and kinetic vision, which is experienced during movement. Sari further argues that all out experience of plastic form has their origins in the sense of touch, be it through haptic or visual perception. [2]

Panjaitan defines comfort as an environmental condition that stimulates and satisfies the sense [3]. It is a subjective response unique to each individual. Aligned with this perspective, Sally Augustine's theory of well-designed space supports this notion, suggesting that consumers are more likely to linger and spend in environment that are perceived as comfortable and pleasant [4]. Comfort, as defined by the KBBI, is a state of being cozy, fresh, or cool [5]. Kolcaba, as cited in Bangun, proposed that comfort is achieved when an

Individual's basic needs are met holistically [6]. Factors influencing comfort include:

1. Thermal comfort/ Ventilation: This refers to the individual's perception of thermal environment and their satisfaction with it.
2. Visual Comfort: Visual comfort is influenced by:
 - a. Lighting: lighting conditions can affect mood, visual comfort, and overall well-being.
 - b. Color: The interplay of light and color can create specific atmospheres and moods.
 - c. Sunlight: Excessive sunlight can negatively affect user comfort.
3. Acoustic Comfort: The perceived sound environment, or acoustic comfort, plays a significant role in overall satisfaction.
4. Building Circulation Comfort: The ease of movement within a space is essential for user comfort. Sufficient circulation allows visitor to navigate the space freely.

II. RESEARCH METHODS

This research focuses on the influence of interior design on spatial experience based on the comfort aspect of visitors to Nadhi Heritage Café. The discussion will be based on the result of direct interior design observation and questionnaires answered by Nadhi Heritage Café's visitors. The observed and questionnaires will be analyzed based on previous literature studies. The methods used in this research is mixed methods, which is a combination of qualitative and quantitative research. Sugiono explains that this method is a research method between quantitative and qualitative methods to be used together in research so that comprehensive, valid, reliable, and objective data can be produced [7]. This research aims to describe and depict the state and spatial experience based on the comfort of the object. Observations in this study were conducted on the interior design of the café and also on café visitors who have or are currently experiencing the interior design of Nadhi Heritage Café.

This research employs several data collection techniques such as questionnaires, documentation, interview, and observation.

1. **Questionnaires :** Questionnaires are an effective data collection technique by providing questions to respondents of the appropriate variables are used [8]. The questionnaire provides a numerical scale of 1-5 for the assessment conducted by the respondents. Questionnaires will be distributed to visitors of Nadhi Heritage Café, with the exception for children. In addition, visitors must visit Nadhi Heritage directly and enjoy the interior design, to obtain accurate questionnaire result.
2. **Documentation :** Documentation is a way to obtain data in the form of books, archives, documents, writings, and image that will support the research, as explained by Sugiyono[8]. Documentation is obtained in the form of photos and videos taken directly by the author at Nadhi Heritage Café.
3. **Interview :** According to Sugiyono [8], interviews are meetings between two people to exchange information and ideas through question-and-answer sessions, so that a meaning can be constructed on a particular topic. Therefore, according to Chasanah, interviews are used as a data collection technique when researchers want to conduct a preliminary study to find a problem to be researched [9]. In this research interview were conducted with the management of Nadhi Heritage Café, specifically the café manager. The interview aimed to obtain more accurate data on the history of Nadhi Heritage and the daily operation as well as the customer behavior from the perspective of the employees.

- 4. Observation :** Observation is a systematic technique for collecting data through observation and recording. According to Alfiah, observation is one of the most commonly used data collection methods, which involves observation and recording [10].

Data analysis will be using descriptive analysis technique. This technique focuses on using experiences and data of respondents to answer the research by reviewing the obtained data. The data referred to is the data obtained through data collection techniques mentioned above. The obtained data will be arranged in descriptive form and tables to be analyzed by comparing them with the theories that have been obtained. Then, the results will be interpreted to answer the research question.

III. RESULTS AND DISCUSSION

The object of this research is a café in Bali called Nadhi Heritage. The café is located at Jalan Gajah Mada (Gajah Mada Street) No. 122, Dauh Puri Kangin, North Denpasar District, Denpasar City, Bali. Nadhi Heritage was only opened in 2022, but this second-floor café has a long history as a stationary store that is still operating on the first floor, formerly known as UD. Nadhi. Located on Jalan Gajah Mada, which is categorized as a cultural heritage by the Denpasar city government [11]. The Nadhi Heritage Building is also considered a cultural heritage building, which prohibits major renovations to the building. Nadhi Heritage is not very large but has a strong Indonesian 70s-style interior. Access to the café is through the stationary store, which also still maintains a classic impression.

This research focuses on the influence of interior design on spatial experiences based on comfort of visitors to Nadhi Heritage Café. The discussion will be based on direct observation of the interior design, supported by the answer of questionnaires given to 49 visitors of Nadhi Heritage Café on Early February, which is when the observation process conducted.

The benchmark in this research is the spatial experience based on comfort of café visitors, which is obtained from the questionnaire, along with the literature that has been concluded regarding spatial experiences and comfort influenced by human perception felt through the five senses. Such as Lighting, aroma, sound, ventilation, movement space, visual, decoration, color, furniture, materials, and interior elements.

1. Lighting : Nadhi Heritage Café maximizes natural lighting from window openings at the front and back of the building. The windows use iron frames and wooden panels that are both painted blue with a classic nuance. This area is a favorite among visitors due to its bright lighting, making it suitable for working and reading compared to other area of the café.

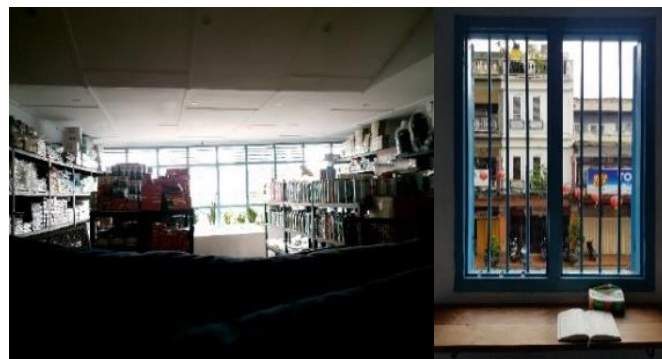


Figure 1. Front and Back Window at Nadhi Heritage

However, the middle part of the café still relies on artificial lighting. All the lamps used are warm white pendant light. To add a decorative touch, there are pendant lights with books in the middle creating a floating effect. There are also oil lamps that have been modernized with 5-watts 2700k LED bulbs with around 270-290 lumens. The most used lamps are rattan pendant light placed directly above the table, but the light does not shine brightly, creating a cozy atmosphere.



Figure 2. Artificial Light at Nadhi Heritage

According to the results of both questionnaires, the highest score was in the ‘agree’ category for comfort and ‘agree’ as well as ‘strongly agree’ category for spatial experience. Thus, concludes more than 50% of visitors gave a positive response to the effect of lighting at Nadhi Heritage. However, both questionnaires display some percentage of visitors who did not agree, amounting to less than 20%. Overall, the lighting aspect at Nadhi Heritage Café has made visitors feel comfortable and has been able to provide a positive spatial experience.

Table 1 Questionnaires Data for Lighting

	Comfort	Spatial Experience
Strongly Disagree	0%	6.1%
Disagree	16.3%	6.1%
Neutral	22.4%	18.4%
Agree	42.9%	34.7%
Strongly Agree	18.4%	34.7%

2. Aroma : Nadhi Heritage Café does not have any specific scent, such as air fresheners, that might influence the atmosphere. The aromas mainly come from food and drinks due to the open kitchen and the outdoor environment through the windows opening. However, these scents do not linger due to the good air circulation.



Figure 3. Open Kitchen at Nadhi Heritage

A significant number of respondents, nearly 70%, gave a positive response regarding the aroma at Nadhi Heritage, indicating that this aspect made them feel comfortable. Only less than 16% of respondents disagreed that aroma at Nadhi Heritage makes them feel comfortable. There was no significant difference in spatial experience questionnaires, except 6.1% of respondents ‘strongly disagree’ about the statement that aroma have an impact on their spatial experience. It can be concluded that the aroma in Nadhi Heritage Café has been quite successful in supporting visitor comfort and providing a positive spatial experience.

Table 2. Questionnaires Data for Aroma

	Comfort	Spatial Experience
Strongly Disagree	0%	6.1%
Disagree	16.3%	12.2%
Neutral	14.3%	20.4%
Agree	59.2%	36.7%
Strongly Agree	10.2%	24.5%

3. Sound : The most prominent audio in Nadhi Heritage Café comes from the songs played through a Bluetooth speaker placed on top of the refrigerator. The songs played are popular English songs with a slow tempo. The song itself is quite loud and can be heard from across the cafe. Besides the sound of the songs, there are still sounds of vehicles and activities from outside due to the open-space concept.



Figure 4. Bluetooth Speaker at Nadhi Heritage

The sound referred to in this questionnaire is any sound that can be heard by visitors while in the café, including music, staff, other visitors, and even sounds from outside. The results of the comfort questionnaire were quite evenly distributed, with most visitors stating ‘neutral’. Then, in the spatial experience questionnaire, visitors stated that audio or sound influenced the spatial experience they felt while at Nadhi Heritage. Therefore, it can be concluded that sound has played a role in influencing visitors’ spatial experience, but in terms of comfort, it needs to be improved further.

Table 3. Questionnaire Data for Audio

	Comfort	Spatial Experience
Strongly Disagree	18.4%	12.2%
Disagree	16.3%	14.3%
Neutral	26.5%	12.2%
Agree	20.4%	46.9%
Strongly Agree	18.4%	14.3%

4. Ventilation : Nadhi Heritage Maximizes natural ventilation with the help of open-air circulation from the front and back windows. To assist circulation in the middle of the building, two ceiling fans are used. Medium portable air conditioning with a coverage area of 30 square meter is also provided. Meanwhile, Denpasar City itself has an average peak temperature of around 32 Degree Celsius [12].



Figure 5. Ventilation at Nadhi Heritage

In the spatial experience questionnaire, the highest category was ‘agree’ regarding the aspect of ventilation having an impact on affecting spatial experience, with 39% of respondents. With ‘disagree’ and ‘strongly disagree’ category receiving less than 15%. Meanwhile, in the comfort questionnaire, most visitors felt neutral, and there was an equal number of ‘agree’ and ‘disagree’ responses regarding whether ventilation made visitors feel comfortable. It can be concluded that the ventilation aspect at Nadhi Heritage is fairly good, although it still needs improvement to provide better spatial experience in terms of comfort, such as optimizing room temperature for more comfortable activities.

Table 4. Questionnaire Data for Ventilation

	Comfort	Spatial Experience
Strongly Disagree	2%	12.2%
Disagree	26.5%	22.4%
Neutral	30.6%	20.4%
Agree	26.5%	28.6%
Strongly Agree	14.3%	16.3%

5. Layout : Nadhi Heritage Café utilizes an open-plan concept, creating the illusion of a more spacious room. Furniture such as tables and chairs are scattered throughout the front to the back of the room. Meanwhile, decorative elements are focused on the wall area. The open kitchen without partition and the high ceiling also plays a role in making the room feel more spacious. The provided layout is larger than the standard human anthropomorphic.

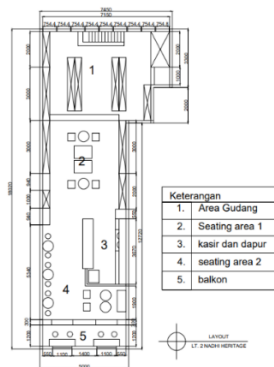


Figure 6. Nadhi Heritage Layout

Based on the questionnaire’s result, the placement of the furniture and the movement space in Nadhi Heritage Café are considered quite comfortable. This is shown by 55% of respondents who agree and 26% who strongly agree that movement space plays a role in comfort at Nadhi Heritage. Meanwhile, the spatial questionnaire showed a more evenly distributed percentage in the ‘strongly agree’ and ‘agree’ categories, with 34.7% and 30.6%. It can be concluded that the layout in Nadhi Heritage has been able to make visitors feel comfortable and has influenced the visitor’s spatial experience.

Table 5. Questionnaire Data for Layout

	Comfort	Spatial Experience
Strongly Disagree	2%	0%
Disagree	2%	6.1%
Neutral	14.3%	34.7%
Agree	55.1%	30.6%
Strongly Agree	26.5%	28.6%

6. Visual : Nadhi Heritage has a visual appearance that heavily emphasizes a classic concept, specifically from the Indonesian 1970s. This concept was chosen because it supports the look of Jalan Gajah Mada and the Nadhi Heritage stationery store. The entrance to the café passes through the stairs in the back of the stationery store, thus indirectly becoming the facade of the café itself.



Figure 7. Nadhi Heritage's First Floor

Although most of the second floor is used as a café, some areas are still used for storage and display area for the stationery store, as was the original function of the floor. The item displayed in the café area are selected to match the café's décor and appearance, such as supporting the café's color scheme and classic impression.



Figure 8. Nadhi Heritage Storage Area

Most of the results obtained from the comfort and spatial experience questionnaires showed an agreement rate of over 80% for both questionnaires. Despite this, there is a small percentage of respondents who disagree with the comfort level at 2% and with the spatial experience at 6.1%. Therefore, it can be concluded that the appearance of Nadhi Heritage Café has been able to make visitors comfortable and provide a positive spatial experience.

Table 6. Questionnaire Data for Visual

	Comfort	Spatial Experience
Strongly Disagree	0%	0%
Disagree	2%	6.1%
Neutral	16.3%	10.2%
Agree	44.9%	42.9%
Strongly Agree	36.7%	40.8%

7. Decorations : Decorative elements are one of the most prominent elements in Nadhi Heritage Café and support its classic concept. Many antique items are displayed throughout the café, especially those related to stationery. These decorations include school bags, books, abacuses, typewriters, and globes. Decorative elements are also given in the kitchen area with a theme of household appliances such as kettles, pots, bowls, and glasses. The concept supported by the antique decorations is the biggest attraction for Nadhi Heritage visitors and is the most popular.



Figure 9. Decoration Element at Nadhi Heritage Café

Beside the antique decorations with a brown color scheme, Nadhi Heritage also provides a refreshing touch of green through love plants placed in the stairwell and terrace area.



Figure 10. Live Plants at The Entrance

Nadhi Heritage Café also provides an interactive decorative element that can be used by all visitors, in the form of a message board. The location of the message board is quite open and can be seen when reaching the second floor, but it is quite hidden from the café area. Many visitors leave messages and hopes, both related to Nadhi Heritage and otherwise.



Figure 11. Nadhi Heritage's Message Board

In the questionnaires, decoration refers to decorative elements placed on tables, walls, ceilings, or floors. The questionnaire results, both comfort and spatial experience, received a very high positive response, although there was a difference in percentage that was not very significant. Therefore, it can be concluded that the Decoration at Nadhi Heritage has made visitors feel comfortable and provided a good spatial experience.

Table 7. Questionnaire Data for Decoration Elements

	Comfort	Spatial Experience
Strongly Disagree	0%	4.1%
Disagree	2%	6.1%
Neutral	22.43%	4.1%
Agree	30.6%	40.8%
Strongly Agree	44.9%	44.9%

8. Color : Nadhi Heritage has a warm and classic color scheme. Dominated by light brown from wood and cardboard. Other colors come present in Nadhi Heritage is blue which is the focal point and branding of Nadhi Heritage that was applied in walls and windows.

9.



Figure 12. Nadhi Heritage's Color Palet



Figure 13. Color Application at Nadhi Heritage

More than 75% of visitors have felt the influence of color choice on their spatial experience. Although there are still 4% who feel unaffected. The highest achievement in the comfort questionnaire stated agreement of more than 50%. Again, 4% of visitors still feel uncomfortable with the colors used. So it can be concluded that the colors in Nadhi Heritage Cafe have been able to make visitors feel comfortable.

Table 8. Questionnaire Data for Color

	Comfort	Spatial Experience
Strongly Disagree	0%	0%
Disagree	2%	4.2%
Neutral	22.4%	12.5%
Agree	38.8%	47.9%
Strongly Agree	34.7%	35.4%

10. Furniture : The furniture used is quite diverse but has a commonality, that it is made of wood. The number of chairs provided varies from 2-4 chairs per table so it can accommodate visitors who come in groups. The tables used also vary according to the type of chair used, such as high tables for stool and coffee tables for sofas.

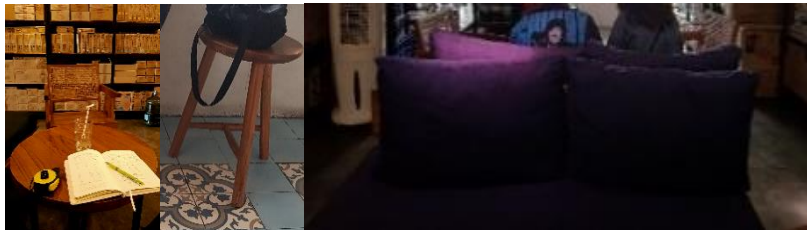


Figure 14. Seating Furniture at Nadhi Heritage

Other furniture used includes black painted steel display cabinets found at the back of the cafe. Other cabinets are decorative display cabinets with LED strip lights and made of wood.



Figure 15. Display Furniture at Nadhi Heritage

More than 75% of visitors felt that their spatial experience was influenced by the chosen furniture. Regarding the comfort of the furniture selection itself, the highest category is the 'strongly agree' with 43%. Additionally, 25% of visitors 'agree' about the comfort of the furniture. Despite this, a small percentage of visitors had negative responses in both questionnaires.

Table 9. Questionnaire Data for Furniture

	Comfort	Spatial Experience
Strongly Disagree	2%	0%
Disagree	10.2%	2%
Neutral	20.4%	20.4%
Agree	24.5%	40.8%
Strongly Agree	42.9%	36.7%

11. Materials: The predominant materials utilized in the furnishing of Nadhi Heritage are wood and steel. Wooden elements encompass furniture such as tables, chairs, cabinets, and the cashier counter. Meanwhile steel is incorporated into storage units and architectural components like windows. Furthermore, cardboard is employed extensively as a decorative medium.



Figure 16. Furniture from Wood and Steel at Nadhi Heritage

The comfort associated with materials refers to the pleasant tactile and visual sensations experienced when interacting with the furniture. A substantial 43% of respondents agreed that materials contributed positively to the spatial experience, while 29% strongly agreed. Despite this, approximately 15% disagreed. Regarding comfort specifically, visitors overwhelmingly expressed satisfaction with the materials, with nearly 75% agreeing and strongly agreeing. This suggests that the materials in Nadhi Heritage have successfully contributed to visitor spatial experience through comfort.

Table 10. Questionnaire Data for Materials

	Comfort	Spatial Experience
Strongly Disagree	0%	4.1%
Disagree	2%	8.2%
Neutral	22.4%	16.3%
Agree	36.7%	42.9%
Strongly Agree	38.8%	28.6%

12. Interior Elements : The ceiling of Nadhi Heritage Café is characterized by a plain design with a gable roof structure. Two skylights provide natural illumination during daylight hours. A distinctive feature is the suspended lamp adorned with books, which serves as visual focal point for many visitors.



Figure 17. Ceilings at Nadhi Heritage

The rear wall surfaces are finished in an off-white color and are embellished with storage racks and decorative cabinets. The front walls feature a minimalist palette of blue and white, complemented by a collection of classic photographs, including portraits of the café’s longstanding patrons.

The kitchen area features a 50 cm high white ceramic tile splash back. The terrace shelves are furnished with shelves displaying decorative items such as ornamental plants and vintage objects.



Figure 18. Walls at Nadhi Heritage

The floor of Nadhi Heritage is finished with a gray concrete floor, contrasting with the first floor's 20x20 cm patterned ceramic tiles that lend a classic aesthetic. The terrace, on the other hand, is paved with faded blue ceramic tiles bearing a classic pattern of similar dimensions.



Figure 19. Floor at Nadhi Heritage

Both questionnaires revealed a positive correlation between the interior design elements and visitor satisfaction. A minority of respondents, less than 15%, indicated that the spatial experience was not influenced by the interior design or comfort. Moreover, an even smaller proportion, less than 5%, expressed dissatisfaction with the comfort level. The high level of satisfaction with the comfort level and spatial experience indicates that interior elements are well-suited to the needs of the visitors.

Table 11. Questionnaire Data for Interior Elements

	Comfort	Spatial Experience
Strongly Disagree	0%	2%
Disagree	4.1%	10.2%
Neutral	18.4%	8.2%
Agree	30.6%	42.9%
Strongly Agree	46.9%	36.7%

IV. CONCLUSION

Interior design exerts a profound influence on the spatial experiences for users. The spatial experience, as defined in this research, refers to the perceptions and emotions evoked by the comfort level of space, which is influenced by its interior design. Comfortable spaces are correlated with positive spatial experience, whereas uncomfortable spaces are associated with negative ones. The relationship between interior design and spatial experience is complex and multifaceted, influenced by factors such as color, lighting, material, and layout.

The case study of Nadhi Heritage Café investigated the influence of 11 interior design elements on comfort and spatial experience of visitors. These elements include lighting, aroma, sound, ventilation, layout, color, materials, visual, decorative elements, and spatial elements such as floors, walls, and ceilings. The findings indicate that all 11 elements have contributed to the overall spatial experience, although a notable portion of visitors expressed neutrality regarding the ventilation aspect. Nine out of eleven interior aspects studied have successfully contributed to the overall comfort of visitors at Nadhi Heritage Café.

The most significant contributors to visitor comfort are the visuals, materials, decorations, and lighting. Indonesian 1970s- inspired visual theme has been particularly successful in appealing more than 26% of visitors. The extensive use of wood as a material has created a warm and natural ambiance. The café's decorations, especially the vintage stationery, contribute to an authentic touch and inviting atmosphere. The combination of natural and artificial lighting fosters a serene and comfortable environment. The combination of these elements creates a unique and memorable spatial experience for visitors. On the other hand, the aspect of sound and ventilation presents opportunities for improvement. The auditory environment in Nadhi Heritage Café is influenced by both background music and external noise sources, such as traffic noise. The choice of slow-tempo English pop music is not entirely compatible with the café's 1970s theme. The choice of music should be carefully considered to create a cohesive and immersive experience for visitors. Regarding Ventilation, the café relies on natural ventilation supplemented by fans and a single medium-sized air conditioner. However, given that the average daily temperature in Denpasar is 31 degrees Celsius, additional cooling measures may be required to ensure optimal comfort. The lack of adequate ventilation, especially during peak hours, can lead to discomfort and reduce visitor satisfaction.

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