

The Dining Experience at the Pool-themed Restaurant

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Abstract—This study describes the experience of customer's sensory on eat experience at swimming pool area. This restaurant uses water as an interior element, so consumers can feel the sensation of eating by soaking feet in the pool. Interaction of water with all the senses in the human body in eating activities is discussed in this study. The method used in this research was descriptive with qualitative data. Data was collected from the field observations. The author observed the behavior of customers who eat in the swimming pool area, besides, the author used questionnaires to get the data about people's memories of the atmosphere at the swimming pool which related to eat experience at pool themed restaurant. Literature studies also used to support and strengthen existing data. The results of this study indicate that water as an interior element has interactions with sensors that exist in the human body, giving rise to customer space experience. Besides that, the atmosphere of the swimming pool brings out a beautiful memory of customers, specially children in the pool. This makes the goal of a room's interior design achieved, which is a memorable restaurant.

Keywords—Restaurant, Eating Activities, Pool, Sensory Experience, Space Experience

I. INTRODUCTION

Restaurant design is one of the things considered in the development of culinary business. From several studies conducted, one of the determinants of consumer satisfaction is a pleasant experience when eating in a restaurant. This study describes the factors of consumer satisfaction in one eighty coffee and music restaurants. Trip advisor site (travel guide application), set this restaurant as one of the recommended restaurants, with a rating of 4 out of 5 stars. Consumer reviews on the site (accessed September 5, 2019) convey that 85% of consumers consider that the interesting thing from their visit is the dining experience in the swimming pool area. This research is important to analyze how the memory recorded through the interaction of the human body can be brought back at different times and places and create an impression. In the case of this study, a person's experience in a swimming pool can affect the experience of eating in the pool area of one eighty coffee and music restaurants. Research on customer interest in restaurants has also been conducted by several authors. Among them [1] Customer Satisfaction of Theme Restaurant Attributes and Their Influence on Return Intent by Weiss, Heinstein, and Dalbor (2004) discusses restaurant customer satisfaction from restaurant themes, food quality, and room atmosphere. This study led the authors to further

examine these points in one eighty restaurant. [2] A Conceptual Paper on the Dining experience in Theme Restaurant by Masa (2017) discusses the atmosphere of the space that makes customers get an interesting experience while dining in a thematic restaurant. [3] Customer Experience of New Restaurant Concept Case Frans & Cherie discusses the change in customer opinion towards the new concept of Case Frans & Cherie restaurant to a more positive direction compared to the previous concept. This customer satisfaction is influenced by changes in atmosphere and places provided by the restaurant. [4] Impact of Restaurant Experience on Brand Image and Customer Loyalty: Moderating Role of Dining Motivation by Jin, Lee and Huffman (2012) discusses consumer experiences such as what can affect restaurant brands and customer loyalty. [5] Customer Perceptions of Restaurant Experience in Gauteng by Walt, Greyling and Kotze (2014) discuss the relationship between food quality, restaurant service quality, and customer satisfaction. The results of his research are experience dimensions affect customer satisfaction. While the most influential is food quality. These studies contributed to this research, in the form of statements which fear that the atmosphere of the space affects consumer satisfaction. However, these studies do not describe the interaction of the five senses in the body of the customer, in relation to the experience of space that they get when in a thematic restaurant.

This article can be a reference for design considerations that use water as an element on a restaurant floor.

II. METHOD

This research used descriptive method to explain how body interactions arise from eating activities with the condition of the feet soaked in water as high as 25 cm. As explained by Hendriyana (2009: 22), descriptive research is based on the second basic question, namely questioning how. The object of research is the dining area in the pool of the One Eighty Coffe and Music restaurant located on Jl. Ganesa No.3, Lb. Siliwangi, Kecamatan Coblong, Bandung City, West Java. Data collected from field observations, interviews with visitors, and questionnaires. Data taken from respondents is data used to find out the experiences / feelings that arise in children and adults when they are in the swimming pool area in general. The selected respondents are children and adults because most of those who choose to eat in the pool area is a group that brings children. Observations were also made by observing and

experiencing firsthand the experience of eating in the pool area of this restaurant. The first visit takes place at night at 19.00 WIB in February, with an actual temperature of 23 ° / 15 °, then the second visit is carried out in July at 11.00 WIB with an actual temperature of 21 ° / 12 °. Both of these visits were carried out to distinguish the sensation of eating at night with the daytime. Literature studies are also used to support and strengthen existing data. Data were analyzed by describing and verifying using multisensory design theory.

III. RESULTS

One Eighty Restaurant is one of the family restaurants that is quite popular with the people of Bandung or from outside Bandung. This can be seen from the crowds of visitors who come to enjoy the food provided there (based on field observations made from 2018-2019). The attractiveness of this restaurant seems not only from the dishes, but the layout is also very interesting and gives comfort to visitors who come. This restaurant has three dining areas, namely in the terrace area, the middle area, and the pool area which is the subject of this article. The pool area at the One Eighty restaurant is also used as a dining area. With a high water level + 25. So when visitors do food and drink activities, visitors also get the sensation of soaking feet in water. The following is the documentation of the atmosphere in the swimming pool area (Fig.1) which is used as a dining area in one eighty restaurant.



Fig 1. One eighty restaurant atmosphere in the swimming pool area
Source: Maharlika (2019)

The area with the sensation of eating in the swimming pool is one of the attractions for the visitors of One Eighty restaurant. This related to the statement of Pile (1988), who revealed the purpose of restaurant design is to make the dining experience memorable so that it encourages customers to return and recommend the restaurant to others. In addition, the development of a unique design also closely related to the phenomenon of people's behavior who likes a place with good photo points to upload it on social media. Fig 2 is a screenshot on social media instagram using the hashtag oneeightycoffee which has + 5000 posts.

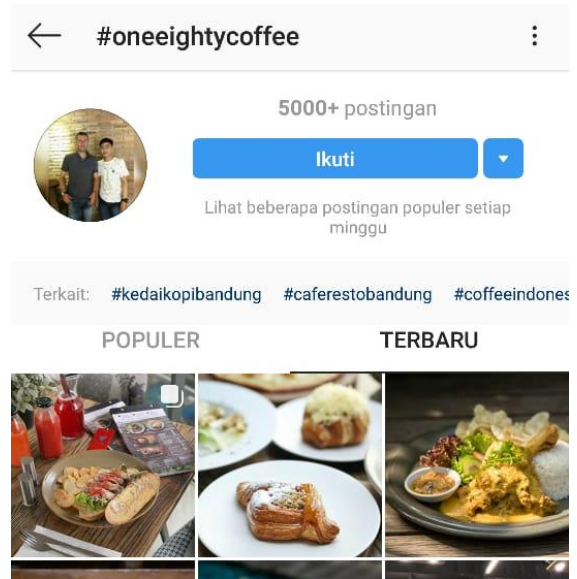


Fig 2. Instagram screenshot with the tag oneeightycoffee (#oneeightycoffee)
Source: Maharlika (2019)

According to Weiss, Feinstein, and Dalbor (2014), the factors that determine customer satisfaction in restaurants are the quality of service and the atmosphere of the room (decoration, music, lighting). In this case, Weiss et al, stated that in general, people consume goods and services to gain cognitive and sensory experiences. The One Eighty Coffee and Music restaurant uses water on the floor element so that customers can experience a sensory experience while dining in the restaurant's pool area. Every experience in a space is a multisensory experience. According to Pallasma (1996) Spatial quality, size and scale, measured in balance by the eyes, ears, nose, skin, tongue, skeleton and muscles. There are seven parts in the body that can feel the atmosphere of space in humans. However, in general, normal humans have five senses consisting of the sense of sight, smell, hearing, taste and touch. The five senses deliver what they receive to the brain so that the brain provides perception. According to Spence, the brain is a multisensory fundamental organ, therefore, changing one of the products received by sensory organs (can be in the form of sound, taste, or color) will have an impact on the entire user experience on the product. This explained in Fig. 3, regarding the response of the five senses received by the brain.

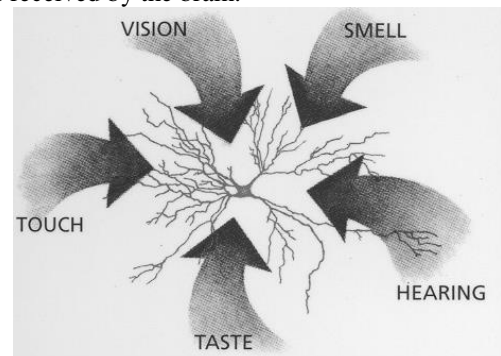


Fig.3 responses of the five human senses received by the brain
Source: spence

Design considerations based on human sensory responses carried out, especially in public spaces such as restaurants. According to Augustin (2009) restaurants use warm colors to make people feel hungry. One eighty restaurant uses warm lighting, with interior color schemes using neutral colors and wood material dominance can be seen in Fig 4.



Fig.4 One Eighty restaurant design
Source: Maharlika (2019)

Based on observations, there are several behaviors caused by the interaction of the pelangan body with water in eating activities at One Eighty Coffee and Music restaurants. In general, the same reaction found during observations at night and during the day. This can be seen from the observations made at the dinner activity shown in table 1 and the lunch activity shown at table 2.

TABLE I. WATER INTERACTION WITH THE FIVE SENSES IN DINING ACTIVITIES IN THE ONE EIGHTY RESTAURANT POOL AREA AT NIGHT

| Senses in the human body | Water interaction with the five senses in dining activities |
|--------------------------|---|
| Vision | The eyes feel the reflection of the light from the spotlights mounted on the pool Conclusion: -In interactions still provide comfort in dining activities reflection -The blue color of the pool creates a feeling of comfort |
| Olfaction | The nose feels the aroma of chlorine coming from the pond Conclusion: -This syndrome is strong so it triggers memory of swimming activity (for some people it can be fun or unpleasant) - the aroma of chlorine is more dominant than the aroma of food |
| Hearing | The hearing received is the sound of water splashing because there are activities for visitors of children who play water, and people who walk on water (both consumers and servants) Conclusion: in this interaction, it creates a sense of concern for other visitors because they do not want to be exposed to splashes of water caused by other activities, on the one hand the sound of water caused by road activities can cause a sense of calm |
| Touch | in the sense of touch there are several interactions that are felt. In addition to water as the main element, temperature and air / wind also interact with the skin as a sense of touch. - Temperature 23 ° / 15 ° outdoors is still comfortable in eating activities |

Source: Maharlika (2019)

TABLE II. WATER INTERACTION WITH THE FIVE SENSES IN DINING ACTIVITIES IN THE RESTAURANT POOL AREA ONE EIGHTY DURING THE DAYTIME

| Senses in the human body | Water interaction with the five senses in dining activities |
|--------------------------|---|
| Vision | The eyes feel the reflection of the sun light Conclusion: -In interactions still provide comfort in dining activities reflection -The blue color of the pool creates a feeling of comfort |
| Olfaction | The nose feels the aroma of chlorine coming from the pond Conclusion: -This syndrome is strong so it triggers memory of swimming activity (for some people it can be fun or unpleasant) - the aroma of chlorine is more dominant than the aroma of food |
| Hearing | The hearing received is the sound of water splashing because there are activities for visitors of children who play water, and people who walk on water (both consumers and servants) Conclusion: in this interaction, it creates a sense of concern for other visitors because they do not want to be exposed to splashes of water caused by other activities, on the one hand the sound of water caused by road activities can cause a sense of calm |
| Touch | in the sense of touch there are several interactions that are felt. In addition to water as the main element, temperature and air / wind also interact with the skin as a sense of touch. - Temperature 23 ° / 15 ° outdoors is still comfortable in eating activities |

Source: Maharlika (2019)

Field observations show the visitor's activities in this area seen in the documentation below. Fig. 5 shows the activity of visitors of children playing water in the pool area. These activities affect the senses of vision and hearing in other visitors in the area. Sometimes the reaction of people around them is to ask the children not to spit water towards other visitors.

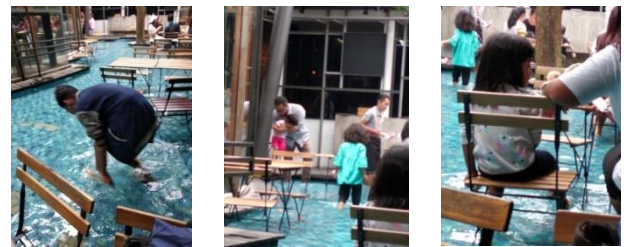


Fig. 5 Children's behavior in the One Eighty pool area
Source: Maharlika (2019)

Another observed behavior was after a while (+30 minutes) after arrival, some visitors raised their legs to the chair (Fig. 6). The gesture can be interpreted by visitors to avoid direct interaction with water.



Fig. 6 Visitor behavior in the One Eighty pool area
Source: Maharlika (2019)

IV. DISCUSSION

According to Masa (2017), for various reasons, customers visit restaurants not only to look for unique food menus at affordable prices, but customers are also looking for restaurants that able to offer a great experience beneath on its atmosphere of physical. The interesting thing about the experience of eating in the pool area of the eighty coffee and music restaurant is customers do not feel fed up in the swimming pool area, especially children. The author distributes questionnaires (15 adults and 15 children) about the experience of activities in the swimming pool area in general involving sensory organs. The following is a table contains questions for respondents to express their sensory experiences in the swimming pool can be seen in table III and table IV.

TABLE III. WATER THE RESPONSE OF ADULT VISITORS TO THE EXPERIENCE AT THE SWIMMING POOL

| Questions | Answers | | |
|---|---------|---------|---------|
| | Yes | Neutral | No |
| When in the pool area, does something you see make you feel happy? (for example: seeing water in a pond. Reflections of light from the pond, the environment around the pond) | 6 (40%) | 9 (60%) | 0 (0%) |
| When in the pool area, does the smell you smell make you feel happy? (For example: sniffing the scent of swimming pool chlorine, the smell of water in the pool) | 1 (7%) | 8 (53%) | 6 (40%) |
| When in the pool area, does something you hear make you feel happy? (For example: the sound of water splashing, the sound of water waves) | 9 (60%) | 5 (33%) | 1 (7%) |
| When in the pool, does something you feel / touch make you feel happy? (for example, touching water in a pond) | 6 (40%) | 9 (60%) | 0 (0%) |
| When in the pool area, do you feel happy? | 8 (53%) | 7 (47%) | 0 (0%) |

Source: Maharlika (2019)

TABLE IV. THE RESPONSE OF CHILDREN'S VISITORS TO THE EXPERIENCE AT POOL SOURCE: MAHARLIKA (2019)

| Question | Answer | | |
|---|-----------|----------|---------|
| | Yes | Neutra I | No |
| When in the pool area, does something you see make you feel happy? (for example: seeing water in a pond. Reflections of light from the pond, the environment around the pond) | 15 (100%) | 0 (0%) | 0 (0%) |
| When in the pool area, does the smell you smell make you feel happy? (For example: sniffing the scent of swimming pool chlorine, the smell of water in the pool) | 7 (47%) | 5 (33%) | 3 (20%) |
| When in the pool area, does something you hear make you feel happy? (For example: the sound of water splashing, the sound of water waves) | 15 (100%) | 0 (0%) | 0 (0%) |
| When in the pool, does something you feel / touch make you feel happy? (for example, touching water in a pond) | 15 (100%) | 0 (0%) | 0 (0%) |
| When in the pool area, do you feel happy? | 15 (100%) | 0 (0%) | 0 (0%) |

Based on the results of answers from adult respondents and children, the pleasant experience generated in the swimming pool area is greater for children. This is the answer why most of the customers who choose to eat in the swimming pool area of one eighty coffee and music restaurant are groups that bring children. [6,7,8,9] These results indicate the sensory experience experienced by a person can affect the experience of space that will occur, so that the impression arises in past experience will affect the experience of the present if it occurs in the same spatial composition.

V. CONCLUSION

The pool area at the One Eighty Coffee and Music Restaurant provides an interesting space experience when customers eat here. But apart from that the children's customers brought pleasant memories about the swimming pool, so the pool area is an area of interest by groups that bring small children. While the sensory interactions of visitors that occur in the area are positive interactions, the impression is easy to remember for this restaurant, because visitors have a unique experience when going to a restaurant, especially families that bring along young children. However, this interaction also causes anxiety for adults around, due to the sound of splashes of water, luggage falling into the water and the strong smell of chlorine.

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