

Relationship Mapping of Brand Sensuality Factors and Interior Design Characters of Popular Coffee Shop: In Z gens perception

Ardina Susanti^{1,*}, Putu Surya Triana Dewi¹, I Wayan Yogik Adnyana Putra¹

¹ Interior Design Department, Sekolah Tinggi Desain Bali, Indonesia

*Corresponding author. Email ardinarch@gmail.com

ABSTRACT

Drinking coffee is an ancient Indonesian culture as a morning habit before daily activities. This culture has been transformed into a new culture. Drinking coffee at a coffee shop imaged a trend and a social status. Therefore, this is a new challenge for coffee shop brand development in the industry 4.0 era. To develop a brand, besides prioritizing the product and its fads, there is one factor that has an important role: love mark factors. This factor not only increases brand attractiveness but also can increase consumer loyalty to the brand. Lovemark consists of brand love and brand respects factor. Brand love indicates by brand mystery, brand sensuality, and brand intimacy. Brand sensuality is an experience from many sensations built from consumers' sensory experiences by their five senses when they consume a certain product. It is very related to placemaking, mainly in interior design, aiming to create a certain ambiance and spatial experiences. Hence, this article aims to do a relationship mapping of popular coffee shop interior design to brand sensuality grades. Z generation (Z gens) in Bali will be a focus group in this article, considering that group will dominate the global economy until the next decade. Research data will be collected through online questionnaires and focus groups. The questionnaire is about their favorite coffee shop in Denpasar and questions about their visual, olfactory, auditory, and tactile sensations when they are in that certain coffee shop. All data about coffee shop interior-design characters will be categorized and analyzed by correlational analysis methods to coffee shop brand-sensuality grades. This article aims to give a formula about interior design elements that can increase the coffee shop brand's sensuality.

Keywords: *Brand, Design, Interior, Sensuality.*

1. INTRODUCTION

The rapid growth of technology development effect some significant changes to human behavior and lifestyle. The Revolution of industry 4.0 that signed with the internet of things development has changed the human lifestyle, especially in their value and things consumption style, not only in Indonesia but also globally. For example, is the existence of social media as one part of human life in this era. This stage of technology development certainly made people easier to choose one lifestyle that they want. It varies lifestyle choice certainly impacts the interior design of those lifestyle functions. One example is the coffee shop's existence in Indonesia that is growing rapidly and sporadic. The space with the coffee shop's function is

to enjoy a beverage with a side dish with coffee ingredients. According to Haryana [1], the coffee shop provides various coffee-based beverages and other non – alcohol beverages with a cozy ambiance, comfortable space, equipped with music, unique interior-design, free wireless internet connection, and friendly services.

Sporadic growth of Bali's coffee shop phenomenon, especially in Denpasar as the capital city, is also a new phenomenon, where socializing and contemplating activities take place in the coffee shop. Drinking coffee is an ancient culture in Bali as a daily activity. It has transformed into a new culture where drinking coffee also imaged a trend, identity, and social status. Therefore, this new culture becomes a

new challenge for coffee shop owners to compete and develop their coffee shop brands in the Industry 4.0 era. They must develop that brand not only relies on the just product but also develop other factors like services and interior design quality of their coffee shop. Coffee shop development in Bali started with a big multinational brand named coffee shop presence like *Starbucks Coffee, The Coffee Bean, Black Canyon Coffee, The Excelso*, et cetera. As time goes by, with the rise of the 'socialize at the coffee shop' lifestyle, many local brands coffee shop present to enliven this market segment, such as *Mangsi Coffee, Coffee Secret, Mito Kopi, Bhineka Djaja, Nilo Coffee*, et cetera. If we see it from popularity, a local brand coffee shop's popularity almost equal to a big brand named coffee shop.

Therefore, this research reviews the brand sensuality of popular coffee shop brands or contemporary coffee shops with their interior design elements. Those things are very important to further research because they can see interior design roles for certain coffee shop brands. It can find other space roles, not only just as a vessel for certain activity but also in people's consumption behavior and cultural transformation. This research specified for Z generation respondents because this generation will be the economic activity holder of Indonesia and global in the next ten years.

2. LITERATURE REVIEW

The researcher does some literature review about a brand, marketing environment, and interior design elements to formulate some hypotheses for this research.

2.1 Interior design, brand and consumers loyalty

The relation between humans and spaces is a complex relationship, where a human can give a meaning for space, and vice versa, space can give a meaning for human as its user [2]. Based on Mahmoud [2], there are seven elements from architectural and interior design that impact human psychology and behavior are identity elements, privacy, functional – flexibility, security – health, accessibility – circulation, outdoor space, and aesthetics.

In commercial function building contexts like a coffee shop, interior design significantly impacts the space atmosphere. This atmosphere impacts consumer experience, both in a positive or negative experience. Research by Pecoti et al. [3] has explained restaurant interior design elements, which positively impact

consumers' satisfaction to increase consumers' loyalty to visit that restaurant again. Those influencing factors are ambient lighting factors, where if the lighting were too bright, the consumer would not like to linger for a long time there. Then, the color factors, where consumers tend to prefer the warm color combination than cool color combination. Music factors are also related to noise factors, where soft music with medium volume more preferable because it can make consumers relax. Tableware factors also impact consumers' satisfaction, mainly about those plate and glass aesthetics and the space area factors. It is preferable if that space has a medium distance between tables, not too narrow but not too far apart. The last factor is the furniture's comfort, also an important consideration to consumers' satisfaction, mainly on furniture materials. This thing is in line with Azzuhri [4], who stated that furniture comfort factors have the most important role in consumers' satisfaction, especially to spend time in a coffee shop to increase their loyalty to a certain coffee shop.

Loyalty aspects in the consumption process really depend on the brand's strengths and existence. A certain brand is seen as a central element of consumer capitalism. On this understanding, the brand has the main function of protecting original products from fake products and finding and creating an identity and new lifestyle. Therefore, brand existence gives a new economic value that is the economy of sign, where producer not only focuses on product making but also focuses on the brand's symbols, giving more value of brand aura to the consumer. Hence, in modern economics, besides offering products, the brand also offers a lifestyle and identity to their consumer at the same time [5]. It also happened to the coffee shop phenomenon, which changed and transformed the ordinary drinking coffee daily habit to be an identity and lifestyle.

According to research from Song et al. [6] states that the sensuality value of a coffee shop brand has a significant effect on the level of consumer love for the brand (brand love) and their loyalty to consume products from that brand (brand loyalty). A brand's sensuality is sensual experiences built from the sensory experiences of the five senses that consumers feel when using or consuming products from a brand, where music, interiors, colors, and aromas are examples of these sensations. In this study, researchers measured the value of brand sensuality from questions related to the coffee shop's unique sensations, the attractiveness of interior design, and the coffee shop's visual beauty.

Therefore, the first hypothesis of this research is:

H1: There is an interior design impact on a coffee shop brand and its consumers' loyalty

2.2 Multi-sensory marketing, brand sensuality, and brand experience

In a dissertation written by Clarinda Rodrigues [7], entitled 'Brand Sensuality and Consumer-Based Brand Equity, analyzes the origin of brand sensuality by relating it to Consumer-Based Brand Equity (CBBE). There are four concepts in CBBE, namely brand personality, brand relationship, and brand experience. Brand experience is a concept closely related to the optimization of humans' senses in translating and appreciating a brand value. Brand value is formed using the perceived value of consumers during the consumption process of the brand. Thus the sensory strategy through sight, sound, taste, smell, and touch plays an important role in conveying brand value to consumers.

In this matter, the human sense is acting as a medium that connects humans with the world around them. Regarding products and services, human sense through sensation experience and sensory experience is considered as a strategy in marketing, thus creating a multi-sensory marketing strategy. Multi-sensory marketing is a marketing strategy that engages consumers' senses, which will affect their behavior. It is based on each individual having subjective experience as an experience logic. The logic is very personal based on how the human senses receive and interpret the brand experience in a multi-sensory manner [7].

Several previous studies related to the sense of sight conducted by Hertenstein and Platt, and Wallace [7] showed a high level of correlation between the quality of the visual stimulus's design and a particular product's financial performance or service brand. According to Hulten's research [8], the visual stimulus is an advertisement, color, design, lighting, logo, packaging, product, design, and other visual stimuli that make it possible to differentiate products and increase loyalty, prevent clutter and fend off a competitor. The sense of smell is considered the most powerful in strengthening the product's memory in a study conducted by Aggleton & Wasket [7]. Olfactory perception is hedonic and greatly influences consumers' arousal [7] so that ambient scents positively influence evaluations of stores and products offered. Based on these results, it can be concluded that pleasant scents will enhance shopping behavior, so scents can be used as marketing strategies to

express brand identity and strengthen brand image. An aroma that is considered as pleasant scents is the aroma of bread, coffee, and perfume. Simultaneously, the scents that are considered unpleasant scents are the smell of sweat, stale food, and garbage.

The tactile senses will reinforce differences in individual motivation to touch a product. Media - media that supports the perception and evaluation of the senses of touch are material objects, surface objects, temperature, weight, shape, and strength that can positively contribute to the tactile experience and distinguish one brand from its competitors. According to Peck and Childers [7], touch can deliver individual perceptions to get more information from products to strengthen these products' positive affection. Sound sensory media, such as music, can positively impact consumption/buying behavior by creating an association and memory generation. There is a positive correlation between music and time spent shopping. Media that can stimulate marketing through the sense of hearing are jingles, music following the ambiance of space, and a brand signature sound. Music media can convey the mood of brand characters and reach emotional levels more than visual and tactile. Women tend to prefer soft music, while men prefer loud music [8]. The experience felt by the sense of taste is also important to consider. The fresh and spicy flavor has a positive influence, shown by consumers who will longer enjoy the atmosphere.

Optimizing the five senses is the basic key to a brand's sensuality. According to Song et al. [6], in their research on love mark theory in coffee shop brands, love mark is one aspect that plays a role in increasing customer loyalty for a brand. Lovemark consists of brand love and brand respect factors. The value of consumer trust indicates brand respect in the brand (trust), brand reputation, and brand performance. At the same time, brand love will be indicated from the value of brand mystery (how the brand is curious), brand sensuality (how the five senses can felt the brand), and brand intimacy (how to make customers feel familiar with the brand). According to Rodrigues [7], brand sensuality is a brand/company's ability to attract attention and engage consumers emotionally by engaging the five human senses when consumers consume goods and services due to the brand's multi-sensory experience. Three aspects affect the value of brand sensuality: sensory cues as input, sensory consumer perceptions, and multi-sensory stimulation of products and services.

Thus brand sensuality is very closely related to sensory marketing. A study conducted by Riza and Wijayanti [9], regarding the triangle of sensory

marketing, discusses how the sensory marketing model will impact the brand experience perceived by consumers, which then the experience will affect the loyalty of these consumers. Their research was carried out based on findings by Brakus [9]: A stimulus associated with the brand will arouse sensations, feelings, cognitions, and behavioral responses as part of a brand and identity design, packaging, communication, and environment. Also, Krishna's findings [9] which a marketing system that involves consumers' senses will affect their perception, judgment, and behavior. Besides, marketing and the environment are two important things to provide stimulus. By looking at the findings from Brakus [9] and Krishna [9], it can be said that environment is one of the media to measure the level of brand-sensuality of a product and service and as a medium for multi-sensory marketing systems. The more positive sensory stimuli displayed on the brand's products and services, the more positive the consumer's perception of the brand will be. Brand experience conceptualizes a sensation, feeling, cognition, and behavior in response to stimulus-related brands. A brand is a unity of brand design and identity (name and logo), packaging, communication (advertising, brochures, websites), and environment (stores and events), and consumer response to this brand unity is called brand experience [9].

This study also explained that the brand experience would determine whether the consumer would recommend the brand to others or not. It was also explained that sensory attributes that are felt directly and their intensity are strong will result in significant changes in consumers' attitudes, for example, the sensory attributes of music and lighting combined to create a certain atmosphere. This research shows that when a brand stimulates the senses, the individual will feel good so that the mind and body will try to receive the stimulation again. It keeps repeating to cause consumer loyalty [9]. It is consistent with the research results from Song et al. [6] that brand love and brand respect will increase brand loyalty. However, the two studies between Riza and Wijayanti [9] and Song et al. [6] have differences in focus related to consumer loyalty. Song et al. [6] conducted a research that focused on the influence of brand love and brand respect on loyalty. In contrast, Riza and Wijayanti [9] focused on the effect of brand experience on loyalty, where sensory marketing had a positive influence on brand experience. Brand experience has a positive influence on consumer loyalty. The experience gained from a brand (brand experience) often involves the physical environment representing the brand. The

light, color, and music factors have a big impact on determining consumer behavior.

There are four dimensions in brand experience: affective, social, behavioral, and intellectual/cognitive [9]. Affective is related to the emotions and feelings felt by consumers towards the brand. Social is related to the experience of inviting others to feel the same experience. Behavioral is related to physical experiences that are relevant to the lives of consumers. At the same time, intellectual/cognitive involves the process of consumers thinking creatively and how to create things in different ways. Based on research from Hulten [8], that stimulation of the human senses through sensory marketing will create an experience that gives the brand an image, which is personal, on an emotional level, where lifestyle, personal characteristics, and social context are the main drivers. In this study also, Hulten [8] introduced Sensory Branding Models (SBM). SBM is an amalgamation of aspects of societal culture, service environment, and the brand itself. Societal culture is related to individuals and groups; service environment is related to how the environment provides sensory symbols associated with these preferences and how brands can embody their identity and principles in these sensory symbols.

Based on the literature review above, it can be concluded that the second and third hypotheses in this study are:

H2: Brand through multi-sensory marketing is introduced through the stimulation of the five human senses, namely sight, smell, sound, touch, and taste, giving rise to the brand sensuality of the brand.

H3: High brand sensuality value means that it presents a positive perception of the brand, giving rise to a positive brand experience value, thereby increasing customer loyalty.

2.3 Z generation (Z gens)

According to Hulten's research [8], global brands' consumption is important for generations X, Y, and Z in Australia, Brazil, China, India, Japan, Sweden, UK, and the USA. Consumption of the brand leads to the formation of a new identity and self-image. The process of consumption becomes the carrier of personal values to satisfy the ego and the need for self-fulfillment in life such as individual happiness, especially for matters related to one's physical and mental needs, such as food, environment, health & medical care, leisure, recreation, sustainability, cultural services or education.

It turns out to be different in each individual's sensory perceptions when viewed from the human being's internal factors. For example, for visual sensory perception provided in color, design, graphic, and interior design, there are differences between the characters of Westerners and Southeast Asian respondents. Westerners tend to pay attention to the object as a whole, while Southeast Asian respondents look more in detail. Because Southeast Asian respondents tend to be more detailed in their vision, they are more sensitive in detecting changes in color and breadth of space. The music contributes to the formation of identity for generations X, Y, and Z. In an olfactory sensory perception; it turns out that cultural factors also influence differences in perception, such as the scent of cheese for westerners is pleasant scents, while for Southeast Asian the aroma of cheese is unpleasant scents. In a global consumption culture with generations X, Y, and Z as a market segmentation group, it is evident that a person involves more than one sense to gain consumption experience in a brand (Hulten, 2017).

According to Torocsik, et al. [10], from data Hungarian young people aged 14-19 years (generation Z) have three general character groups based on their expectations of the future, namely the group of prestige oriented and strive out of outstanding knowledge, not only in prestigious education but also a brilliant career. The second group is the experience seeker group, who do not have high expectations about the level of education. However, they tend to find an experience to gain new knowledge. The last group, which is the dominant group that is the level-headed group, is a group that does not have big plans for its future, is oriented towards comfort and affordability, and is oriented towards contemplative matters.

Generation Z is the first global generation globally and can be referred to as Homo Globalis [10]. It is because Generation Z grows in a similar culture due to the sophistication of internet access technology. Thus the Z generations like the same kind of food, the same clothes, and places. Globalization can also be seen in the language they use because they use words and expressions not understood by previous generations. Generation Z is generally difficult to provide attention for a long time, so that everything that is to the point will be preferred, such as visual characters with the principle of "Less is More."

The Z generation method of communicating is different from the previous generation. They will only receive communication from people or brands that can be trusted, are critical of everything, do not like things that are too expensive and too common, so they like a

provocative look and spectacular. A pleasant experience is very important for them, so they tend to be egocentric, reject problems, and rebel.

Other Generation Z characters are also examined by Holton and Fraser [11], where Generation Z is called the Post Millennial generation. Their characters include very dependent on technology, like wireless or transportable technology, must always be connected to the internet, like diversity, have expertise in social interaction. This last character is a different finding, where generation Z has always been equated with the millennial generation in terms of their weaknesses in communication. However, in this study, it was found that generation Z's ability in communication is better than the millennial generation. Generation Z also likes flexible learning styles. However, they are less independent, so they require structured directions and periodic evaluation [12].

Based on the results of previous studies regarding the character of public spaces favored by generation Z of Indonesia with Balinese and Bandung, respondents are flexible, unique, quiet privacy, and contemplative. This flexible character is the character of a public space that allows generation Z to do more than one activity. The emergence of answers to shopping malls and city parks shows their preference for a flexible public space, not with a massive bulkhead; many activities can be done in that place. As in shopping malls, they can go shopping, eating, taking photos, interacting with friends, watching movies, et cetera. Likewise, in a city park, they can do several activities such as discussing with friends, interacting with friends, taking photos, sketching, and exercising. A unique character is a public space character that can present an unusual, provocative, and spectacular image. It will invite generation Z to capture it in a photo. The public space character that can provide enough privacy is an important thing that Generation Z considers, as data shows they tend to prefer spending their time with friends they already know or on their own. The contemplative character presented by a public space is an important consideration for Generation Z because they like contemplative activities that can provide them with new calm and inspiration. So that in a very contemplative public space, they can do activities that develop their creativity, such as sketching, exercising, doing college work, et cetera. [13].

3. RESEARCH METHODS

The research method chosen for this research is the mixed-method sequential research method [14]. The flow of this method begins with the quantitative

process and then continues with the qualitative process. The quantitative phase is carried out as a reference for the qualitative stage. The quantitative stage is to take data through a questionnaire (Table 1) by snowball sampling to respondents from generation Z, i.e., respondents born in 1995 and above [10], which means that they are now aged 15-25 years. The process of collecting data through this questionnaire media aims to find out what coffee shop brands are known and most preferred by generation Z respondents in the city of Denpasar, what activities are usually carried out, the level of brand sensuality, brand experience, and their loyalty to the coffee shop.

The coffee shop's question, which is the most preferred/favorite of respondents, shows the

respondents' brand love of coffee shops - coffee shops spread in Denpasar City. The questions about the coffee shop's brand experience are outlined in the time dimension: how long the average time they spend in the coffee shop, the longer time they spend in the coffee shop means the brand experience is felt more positive [7]. The loyalty of respondents is seen from how many times they have visited the coffee shop, so the higher the frequency of visits, the higher the loyalty. The value of brand sensuality from the coffee shop is divided into several questions that refer to the comfort of the five human senses' stimulation, displayed in the coffee shop in terms of visual, auditory, olfactory, taste, and touch. The contents of the questionnaire are displayed in the table below:

Table 1. Questionnaire Questions

No.	Variables	Question	Answer Models
1.	Brand love	What is your favorite Coffee Shop in Denpasar?	Coffee shop brand
2.	Brand experience	How long do you spend time in that coffee shop?	Less than 1 hours/ 1-3 hours/ more than 3 hours
3.	Brand loyalty	How many times have you visited that coffee shop?	Less than 2 times/ 3-4 times/ more than 4 times
4.	Brand sensuality	Visual aspects: ([7]; [8]; [9]) Does that coffee shop advertisement attract you? Does that coffee shop logos attract you? Does the food and beverage presentation attract you? Does that coffee shop interior color combination attract you and make you comfortable? Does that coffee shop furniture shape attractive and comfortable? Does the interior lighting make you comfortable? Do the pictures, photographs, and table decoration in that coffee shop attractive and make you comfortable?	No – Yes (Semantic Differential 1- 5)
		Olfactory aspects: ([7]; [8]; [9]) Do the scents in that coffee shop make you feel comfortable?	No – Yes (Semantic Differential 1- 5)
		Tactile aspects: ([7]; [8]; [9]) Does the coffee shop tableware material attractive and comfortable? Do the table and chair material in that coffee shop make you comfortable?	No – Yes (Semantic Differential 1- 5)

Does the interior temperature of that coffee shop make you feel comfortable?	
Auditory aspects: ([7]; [8]; [9])	No – Yes (Semantic Differential 1-5)
Does the music choice in that coffee shop make you feel comfortable?	
Is the music compatible with your taste?	
Taste aspects: ([7]; [8]; [9])	
Is the coffee quality in that coffee shop good?	
Are other side dishes in that coffee shop satisfying?	

After the questionnaire data is collected, the data will then be analyzed for correlation with brand experience and brand loyalty through Analysis of Variance (ANOVA) using JMP software. The analysis aims to see the correlation of brand sensuality on brand experience and brand loyalty, what brand sensuality factors that cause positive brand experience are indicated by respondents feeling at home in the coffee shop they like. After the questionnaire data is analyzed, then three coffee shop brands will be preferred by respondents. Then, observations will be made on the interior elements to be mapped the relationship between the selection of interior design elements of a coffee shop to its brand sensuality.

The questionnaires that have been filled out by the respondents amount to 100 questionnaires. However, after re-checking the age of the respondents filling out the questionnaire, it turns out that valid data amounted to 74 questionnaires, of the 74 respondents who have an age range of 16-25 years (Figure 1), which is dominated by respondents with 19 years of age around 32.4%, age 20 years 24.3%, and age 21 years around 14.9%. The composition of respondents with the majority of age also shows that the majority of respondents are students who are not yet financially independent; this is supported by the work data of respondents who 77% are student while rest are high school students, freelancers, and private employees (Figure 2).

4. RESULTS

4.1 Quantitative data results

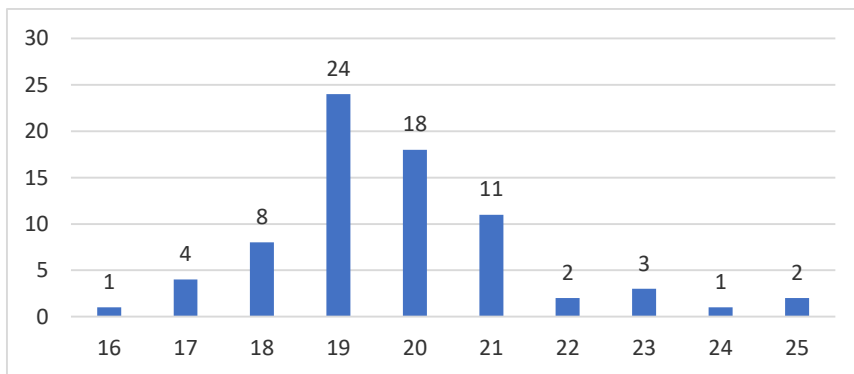


Figure 1. Age variant of respondents.

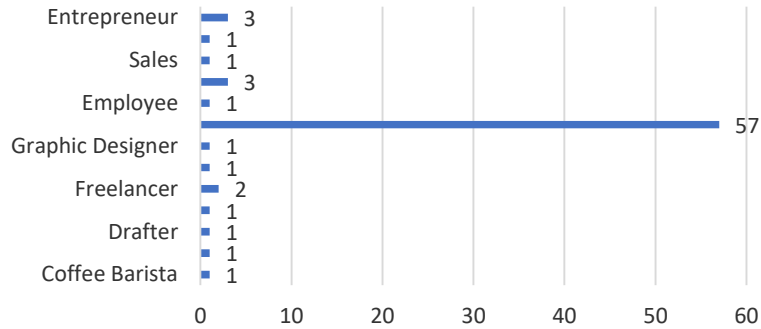


Figure 2. Job variant of respondents.

The questionnaire data gave rise to 38 coffee shop brands, which became the respondents' favorite coffee shop brands (Figure 3). It shows that Denpasar's coffee shop business is developing rapidly, especially the local coffee shop brand. Starbucks is still the favorite coffee shop of the majority of respondents, as much as 36.8% of respondents, while Samsara is the second brand that is considered favorite by 13.1%, followed by Nilo Coffee, Soe Coffee, Coffee Character, Jumping Stone Coffee, and Promise the Soul as much as each 10.5% each. If categorized, there are global chained coffee shop brands, national chained coffee shop brands, and local coffee shop brands. Starbucks

is the only global chained coffee shop brand that has emerged as a favorite coffee shop brand from generation Z respondents in Denpasar. Then came the national chained brand, namely Kopi Soe, Janji Jiwa, Khayal, and Kulo, which began to appear in the city of Denpasar around early 2019, with the emergence of these brand names as the favorite coffee shop of the Z generation in Denpasar, meaning brands of this category are sufficient succeeded in segmenting Z generation. The rest are local coffee shop brands, which are pretty much mentioned by Z generation respondents.

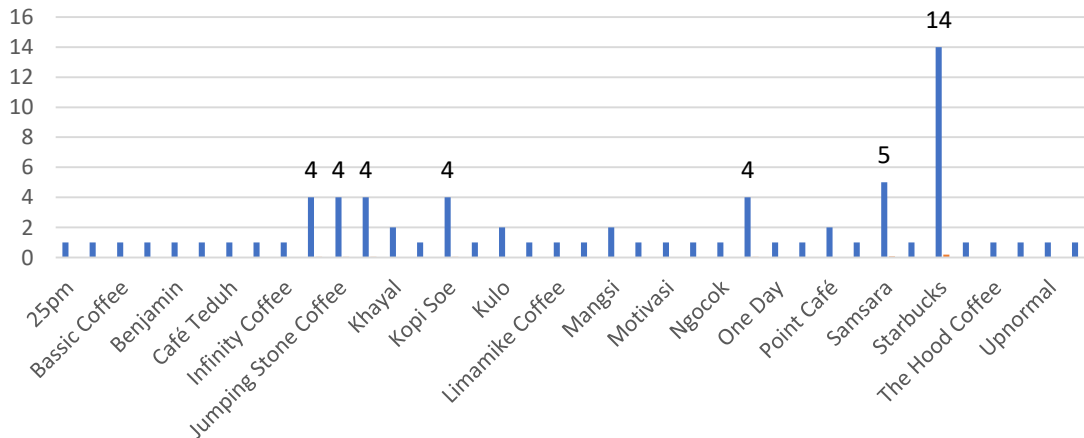


Figure 3. Respondents favorite coffee shop brands

Most respondents did socialize with friends, working, and enjoying their favorite coffee and dessert. A small portion only made takeaway orders,

did their hobbies like drawing, and took photos to upload to their social media (Figure 4).



Figure 4. Respondents activity in coffee shop

When seen from the length of time they spent visiting their favorite coffee shop with how many times they had visited the coffee shop. After a correspondence analysis was done, the results were that the more time they spent visiting the coffee shop, they also tend to visit the coffee shop more often (Figure 5).

As outlined in the question about sense stimulation from respondents' favorite coffee shops, components of brand sensuality conducted Principal Component Analysis (PCA) to determine respondents' perceptions when understanding questionnaire questions (Table 2). PCA analysis with eigenvalue 2 shows that

respondents perceive two categories of stimulation: non-visual stimulation, namely sound, temperature, texture and type of furniture material, tableware, quality of coffee and food, and the attractiveness of the menu offered by the coffee shop. Another factor is visual stimulation, including interior decoration, color combinations, advertisements, logos, furniture shapes, and lighting.

These components will then be seen to be correlated with the time they spent at the coffee shop and the number of visits they visited the coffee shop; this is seen with a correspondency analysis, with the following results:

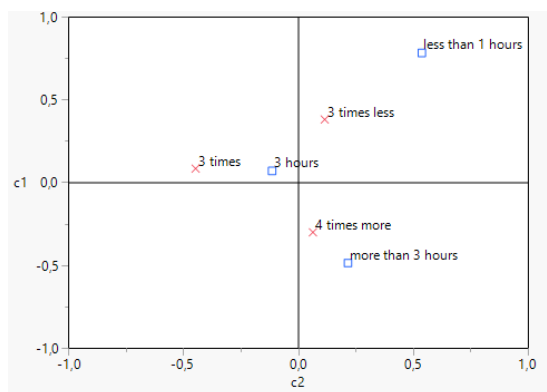


Figure 5. Correspondency analysis between their time spent and visited coffee shop

Table 2. Mean ANOVA of Time Spent to Non-Visual Stimulation

No.	Non-Visual Stimulation Factors	Less than 1 hrs	1-2 hrs	3 hrs more
1	Compatible Sound	3	3,94	3,94
2	Comfortable Sound	3,6	4	4,25

3	Interior temperature	4	4,04	4,13
4	Furniture texture	3,6	4,06	3,88
5	Tableware	3,6	4,17	4,13
6	Coffee Quality	4,4	4,28	4,31
7	Furniture material	3,8	4,1	4,13
8	Satisfying meals menu	4	4,11	3,75
9	Interior Scents	4,2	4,3	4,63
10	Food & beverage attractive	3,8	4,04	3,81

Analysis of variance (ANOVA) has been done to see the tendency value of brand sensuality, in which respondents felt that value considered as significant if it shows an average value 4 (four) or above—based on ANOVA result in table 3, seen that respondent tends to spend a long time at a coffee shop (more than 3 hours) if that certain coffee shop brand can provide

non-visual stimulation at the comfortable sound, comfortable interior temperature, attractive and comfy tableware, comfortable furniture material, good quality coffee, and provide a pleasant scent. Besides those, coffee shops can also provide positive visual stimulation at interior color scheme combinations, furniture shape, and good interior lighting.

Table 3. Mean ANOVA of Time Spent to Visual Stimulation

No.	Visual Stimulation Factors	Less than 1 hrs	1-2 hrs	3 hrs more
1	Interior Decoration	3,4	3,83	3,75
2	Interior Colors	4,2	4,2	4,5
3	Advertisement Attractive	3,6	3,4	3,56
4	Logo Attractive	4,2	3,7	3,5
5	Furniture Shapes	3,6	4,11	4,13
6	Interior Lighting	4,2	4,13	4,44

The same thing can also be seen from the correlation between the frequency of respondents visiting their favorite coffee shop and the value of the brand sensuality coffee shop described in the stimulation of the senses provided by their environment. According to the ANOVA mean results shows in tables 4 and 5, it appears that respondents tend to frequently revisit if they get positive stimulation in terms of sound or

music that comfortable to hear and compatible with their preferences, has a good coffee quality, and satisfying meals menu, comfortable room temperature, furniture texture felt comfortable, comfy tableware, and presents pleasant scents in non-visual stimulation, and must provide visual stimulation to the color combination, the shape of furniture and interior lighting.

Table 4. Mean ANOVA of Visited Frequencies to Non-Visual Stimulation

No.	Non Visual Stimulation Factors	1-2 times	3-4 times	4 time more
1	Compatible Sound	3,65	3,92	4,03
2	Comfortable Sound	3,85	4	4,17
3	Interior temperature	4,12	4	4,03

4	Furniture texture	3,92	4	4,03
5	Tableware	3,96	4,42	4,14
6	Coffee Quality	4,42	3,67	4,42
7	Furniture material	3,88	4,42	4,11
8	Satisfying meals menu	3,96	4,25	4
9	Interior Scents	4,27	4,25	4,47
10	Food & beverage attractive	3,8	4,04	3,81

Table 5. Mean ANOVA of Visited Frequencies to Visual Stimulation

No.	Visual Stimulation Factors	1-2 times	3-4 times	4 time more
1	Interior Decoration	3,62	4	3,83
2	Interior Colors	4,23	4,42	4,22
3	Advertisement Attractive	3,27	3,33	3,61
4	Logo Attractive	3,77	3,92	3,53
5	Furniture Shapes	4,12	4,08	4,06
6	Interior Lighting	4,08	4,25	4,28

The research of interior elements will focus on the three coffee shop brands most mentioned by respondents to mapping the correlation between brand sensuality and interior design elements. According to Figure 1, the three most mentioned coffee shop brand rankings are Starbucks, Samsara, Nilo, Jumping Stone, Janji Jiwa, Karakter Kopi, Kopi Soe, and Khayal. However, because this research is running amid a global pandemic COVID-19, Samsara Coffee Shop closed its stores for good so that no further data collection can be done on this brand, so the sample observation of interior design elements chosen is one

of Starbucks coffee outlets as the most mentioned brand, then Nilo Coffee as one of the local coffee shop brands, and one of Janji Jiwa outlets as a representative of the national chained coffee shop brand.

As seen in Figure 6, respondents tend to spend a long time and have visited (more than four times) Starbucks, it can be said that Starbucks owns the highest brand experience and brand loyalty value compared to 2 other case studies, namely Nilo Coffee and Janji Jiwa.

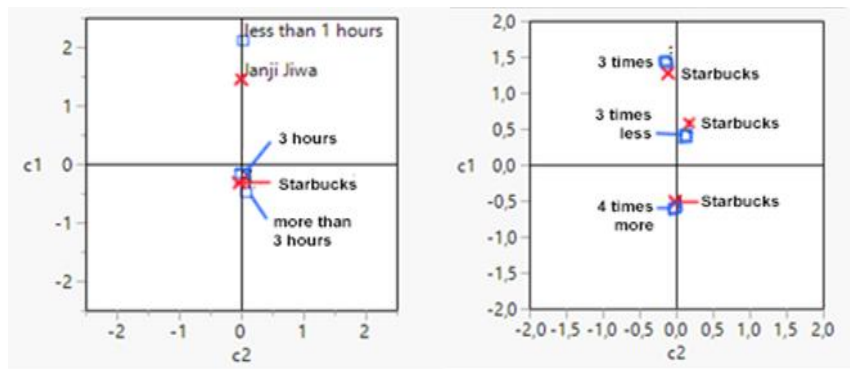


Figure 6. Correspondency analysis between favorite coffee shop with time spent and frequency visited

As the most favored brand by respondents, it turns out that Starbucks has the highest average brand sensuality compared to the other two case studies, namely Nilo and Janji Jiwa, with excellence in all visual and non-visual stimulation on tableware, furniture material, and interesting menus (Table 6). While Nilo only has two advantages, namely the

compatible sound factor and the texture of the furniture. Janji Jiwa has more advantages in terms of non-visual stimulation such as sound/music that is comfortable to hear, the temperature in a comfortable room, good coffee quality, satisfying food menu, and pleasant scents.

Table 6. Mean ANOVA of Favourite Coffee Shops to Brand Sensuality

No.	Sense Stimulation Factors	Starbucks	Nilo	Janji Jiwa	
1	Interior Decoration	4,21	4	3,5	Visual Stimulation
2	Interior Colors	4,57	4	4,5	
3	Advertisement Attractive	4,14	3,75	4	
4	Logo Attractive	4,36	4	4	
5	Furniture Shapes	4,29	3,5	3,75	
6	Interior Lighting	4,57	3,5	4,5	
7	Compatible Sound	3,86	4,25	4	Non - visual Stimulation
8	Comfortable Sound	4,14	3,75	4,5	
9	Interior temperature	4,21	3,5	4,5	
10	Furniture texture	4,14	4,25	4,25	
11	Tableware	4,38	4,25	4	
12	Coffee Quality	4,57	4,25	5	
13	Furniture material	4,43	3,75	4,25	
14	Satisfying meals menu	4,29	4,25	5	
15	Interior Scents	4,64	4	4,75	
16	Food & beverage attractive	4,36	4,25	4,25	

4.2 Observation results

This section will explain interior design elements in the three coffee shop case studies above, namely Starbucks, Nilo Coffee, and Janji Jiwa.

4.2.1 Starbucks Coffee.

The Starbucks brand first opened a store in Bali in 2003 at the Hard Rock Hotel, Kuta. Therefore, for 17 years, Starbucks has continued to expand its outlets in Bali, including Denpasar city, to establish the largest store in Southeast Asia in the Sunset Road area of Kuta, which was named Starbucks Reserve Dewata.

As a global chained brand, Starbucks has its characteristics in its interior design, which becomes its brand's standard. In this study, observations were made at one of Starbucks Plaza Renon outlets in Denpasar City. When observed from the music displayed, the music is in a moderate volume with instrumental jazz nuances, with a small noise level. Indoor air temperature is aided by Air Conditioner, which is quite comfortable in a nonsmoking area. The smoking area is located in an outdoor area in which there is no air conditioning.

The tableware material in this coffee shop uses plastic material for cold drinks and styrofoam cups for

hot drinks. As for the side dish, stainless steel spoons and forks are used, and ceramic plates are used. The drink menu provided consists of several variants of Robusta and Arabica coffee and tea served hot or cold, while the side dish is only a snack, without providing the main course menu. The interior design style of these outlets tends to be in the Natural Contemporary style (Figure 7). The decoration displayed is minimal; lined tumblers are sold to be attractive decorations and are the hallmark of all Starbucks outlets. The color combination in its interior design uses a neutral to warm color combination palette by combining gray, black, and brown shades. The warm impression is

further strengthened by warm white artificial light combined with natural light during the day.

The types of furniture provided include a single sofa, round wood coffee table, wood dining table, metal black dinner table, wood dining chair, metal black dinner chair, black metal round table. Furniture material used is wood material for non-smoking areas and steel for furniture in smoking areas. The aroma that dominates at this outlet is the coffee's aroma because the barista table is located in the middle of the room.



Figure 7. Starbucks Coffee at Plaza Renon Denpasar.

4.2.2 Nilo Coffee

One of the local brands of this coffee shop was opened in 2017, so it has been around for three years. This coffee shop is indeed quite popular among the younger generation. The interior design displayed an industrialist style dominated by concrete and metal materials, with a white, gray, black monochrome color palette, with a hint of wood (Figure 8). Lighting during the day is entirely natural lighting, where this place is provided with many openings, and lighting at night uses yellow light in the form of direct lighting. Music is displayed in a medium volume; music's flow is new

music through the Spotify premium application. However, with air conditioning using a fan, this fan's sound also gives a little extra noise in the room.

The tableware used to serve food is made of glass, ceramic, and wood. The aroma presented is not defined specifically, but there is no disturbing aroma. The forms of furniture provided include booth chairs, dinner chairs, bar stools, sofas, and benches made of synthetic rattan, original rattan, pinewood, and metal.



Figure 8. Nilo Coffee, Denpasar.

4.2.3 Janji Jiwa

One of the national chained coffee shop brands opened its first store in Bali around the beginning of 2019, but it was quite popular with young people. Like Starbucks, Janji Jiwa also has interior design characteristics that become its standard as a chained brand. Janji Jiwa Outlet, the case study observed, was Janji Jiwa at the Renon Plaza Denpasar. Janji Jiwa offers various coffee menus that are mixed with milk, caramel, and other variations. Caramel scent is the dominant scent; it signifies that visitors have entered the booth of Janji Jiwa.

The interior color combinations shown tend to take on a warm color palette with a blend of brown, gray, and black, almost like Starbucks Coffee; Janji Jiwa is also equipped with natural lighting and direct lighting made with warm white light (Figure 9). The interior decoration of the Janji Jiwa outlet is very minimalistic, contemporary in a natural style. The forms of furniture are not too many types, there are only metal black dining chairs with metal black dining tables in both the nonsmoking area and smoking area, and the black chair stool as a place to wait for online food delivery services. The music volume at this outlet is played at a moderate volume and plays the latest music.



Figure 9. Janji Jiwa Plaza Renon, Denpasar.

5. DISCUSSION

Based on the results of the data collection and analysis above, three points can be discussed, namely the brand in understanding consumer capitalism, the character of public space for generation Z in the context of the function of the coffee shop, and the relationship mapping between interior design, brand sensuality, brand experience, and brand loyalty (Figure 10).

5.1 Brand in consumers capitalism

In understanding consumer capitalism, a brand functions as a protector of the original product from the imitation products and creates a new identity and lifestyle called the economy of sign [5]. This principle of economy of a sign is in line with Hulten's lifestyle [8]. Consumers from generation X, Y, and Z consider that the consumption process aims to satisfy the ego self-fulfillment to bring personal values. Thus, the brand will indirectly shape the identity and self-image of its consumers

This study's results can be seen, where Starbucks remains the most preferred brand by generation Z in

Denpasar. This brand's high brand sensuality value makes them feel some positive experience, so they tend to spend a long time in this coffee shop. Consumer loyalty to this brand also has a high tendency, as seen from the research results, where consumers can spend more than 4 hours while in this coffee shop. This high loyalty is not only caused by positive brand experience, but it may also be caused by the familiarity with this brand, considering that Starbucks has opened its outlets in Bali for 17 years. The familiarity aspect related to brand loyalty needs to be considered in future research. In Denpasar Z's phenomenon, consumer loyalty to the Starbucks brand can be attributed to the economy of sign or individual lifestyle, where most of Generation Z are not independent yet on the financial side. However, they keep trying to reach the consumption process at Starbucks coffee shops. Things that they did to shape their identity. So, Starbucks' prices, which are classified as high for the current generation Z, are not an obstacle for them. It can conclude that local brand coffee shop has a big potential to develop by considering the market segmentation of generation Z. It is evidenced by only one globally chained coffee shop mentioned by generation Z respondent as their

favorite coffee shop, Starbucks. There is no mention of other global chained coffee shops established in Bali for a long time, like The Excelso, Black Canyon Coffee, et cetera. Several national chained brands like Janji Jiwa, Kopi Soe, Khayal, Kulo, and many local brands have been mentioned many times by respondents.

5.2 Public space characters for Z gens in coffee shop function

According to the results of previous studies, there are several characters of public space that are of interest and become the preferences of generation Z, including unique space characters, open / without insulation, maintaining the privacy and contemplative nature [13]. By looking at the results of this study, which also takes the perception of Generation Z with the function of space as a coffee shop, it appears that Generation Z in the coffee shop case also likes the unique character of the space because there are respondents who write down activities carried out in the coffee shop one of which is taking photos since there are interesting things in the coffee shop. The open or no-bulk room character is also visible from the three favorite coffee shops observed, where the bulkhead between the coffee shop spaces to distinguish smoking and non-smoking areas use transparent glass material so that the impression of open space and no bulkhead is still felt. The contemplative character of a coffee shop is also felt by some respondents because some write one of their activities in a coffee shop is to do hobbies such as drawing, doing assignments, writing, et cetera. The character of the space that maintains privacy is not clearly drawn from the coffee shop. However, suppose it is related to the importance of furniture shapes in the coffee shop. In that case, it can mean that the furniture's configuration can communicate whether the room maintains the privacy or not. In the three cases observations in this study, it can be seen that the sensuality value of Starbucks on the furniture shapes factor is superior compared to two other coffee shops. It could also be caused by Starbucks providing a single sofa, while two other coffee shops do not provide a single sofa, so it is considered that the coffee shop does not provide a more private area for consumers.

5.3 Relationship mapping between coffee shop's interior design elements, brand sensuality, brand experience, and brand loyalty

The environment is the media of a brand to present the brand character's sensuality into a unified brand experience so that the more positive brand experience displayed in the environment will make consumers more comfortable to be in the coffee shop [9]. Based on this study's results, the longer the time spent by consumers in a coffee shop, consumers tend to be more loyal to the coffee shop because the experience is felt positive [9]. In general, from the observation of 3 coffee shop case studies mentioned by many respondents, the interior design took a minimalist style and tidy; this is according to research from Torocsik [10] that Generation Z generally likes products with a visual appearance "Less is More."

The coffee shop must emphasize more intensity in visual sensuality than non-visual sensuality to enhance the positive brand experience. However, both visual and non-visual sensuality must be present so that a positive brand experience will become stronger. The visual aspect that plays an important role in generating a positive brand experience is the combination of colors in the interior, lighting in the interior, and furniture forms. The use of warm color palettes, such as displaying wood material and colors harmonious with wood elements, tends to increase consumers' endurance in a coffee shop, which means the brand experience that consumers feel positive. Lighting with warm white artificial light colors, combined with natural light during the day, also increases consumer endurance to be in a coffee shop. There is a link between the coffee shop's identity that shows friendly and warm service reflected in the visualization of color and lighting combinations. Lighting with warm white color tends to make visitors feel at home. Natural lighting is coupled with artificial light with warm white color to facilitate work-related activity done at the coffee shop, so users can work more comfortably while still feeling homey. In furniture shapes, respondents tend to give a high sensuality value to the provision of many sofas because they are considered to provide more comfort. The furniture shapes like the bench have no high sensuality value because it is considered a lack of comfort since there is no back support.

Non-visual aspects that give a high enough sensuality value are smell, tactile, taste, and sound senses. Pleasant interior scents play an important role in enhancing the brand sensuality of the coffee shop. Based on observations, Janji Jiwa is highly valued in presenting a pleasant aroma through caramel scents; Starbucks is also given a high value of interior scents because it presents the coffee scents, while Nilo gets a moderate sensuality value because it does not present a specific aroma although no odor defined unpleasant there. The quality of coffee is a concern for respondents to linger and loyal to a coffee shop because coffee is the main product as the key sale of coffee shop function. The sound aspect, especially music, also plays an important role in enhancing the coffee shop's brand sensuality, especially for the volume and tempo being considered comfortable, and

music must be able to dominate the sound so that that disturbing noises can be disguised. According to this study's results, the match between the played music and the consumers' musical tastes does not necessarily affect consumer loyalty and endurance. Touch or tactile aspects that constantly appear both in quantitative data and coffee shop that are most mentioned is the texture of furniture that gets a value of more than 4. There is a correlation between texture factors and furniture material by 0.5, meaning that furniture materials provide a role in enhancing the positive brand experience, Starbucks which provides many sofas is considered to have the most comfortable furniture textures from the other two case studies. Thus if mapped, the linkages between elements of interior design, brand sensuality, brand experience, and brand loyalty can be seen in Figure 10.

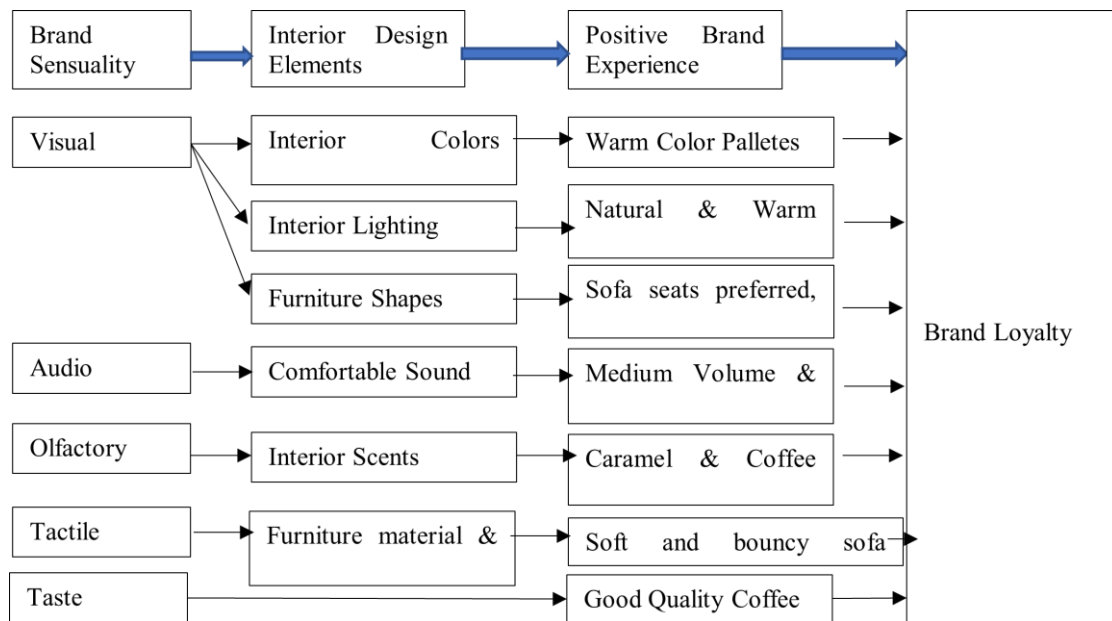


Figure 10. Relationship Mapping between Brand Sensuality, Interior Design Elements, Brand Experience, and Brand Loyalty

6. CONCLUSION

Some things that can be concluded from this study's results include the finding that about bringing about a positive brand experience, brand sensuality must be displayed in the visual, audio, olfactory, tactile, and taste aspects. High brand sensuality that stimulates the five senses will immediately increase positive brand experience and brand loyalty for the coffee shop case. In this study, elements of interior design have a role as media in presenting brand

sensuality. The combination of interior design from color scheme combination, lighting, furniture' shapes and materials, and the scents presented in the room plays an important role in increasing brand sensuality and positive brand experience. Coffee shops that take minimalist forms, fewer profiles, and tidy, tend to be liked by Generation Z, it can be seen from the three coffee shops that are observed, namely Starbucks, Nilo, and Janji Jiwa.

However, this study still has many limitations in the scope of brand love. This research can only map the interrelationship between interior design elements that can become medium or medium in enhancing a coffee shop's brand sensuality. In this case, brand sensuality is only one aspect that influences consumers' love of a brand. This research has not been discussed concerning the brand mystery and brand intimacy. The possibility of familiarity with a brand is related to brand intimacy, which arises from this study, where Starbucks is the most favorite coffee shop of generation Z respondents in Denpasar who has opened stores for a long time in Bali. These aspects can certainly be input for further research or research in other fields related to branding and coffee shop.

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