

# Relationship between Coffee to Go's *Serviscape* with Brand Loyalty Perceptions of Z gens

Putu Surya Triana Dewi<sup>1,\*</sup> Ardina Susanti<sup>2</sup> I Wayan Yogik Adnyana Putra<sup>3</sup>

<sup>1</sup> Institut Desain dan Bisnis Bali

<sup>2</sup> Institut Desain dan Bisnis Bali

<sup>3</sup> Institut Desain dan Bisnis Bali

\*Corresponding author. Email: [trianadewi@std-bali.ac.id](mailto:trianadewi@std-bali.ac.id)

## ABSTRACT

Now drinking coffee is no longer a habit in the morning, but also a lifestyle that cannot be missed for millennials, especially gen Z. Coffee spots thrive in urban areas, ranging from simple coffee shops, cafes, to franchise outlets. Massive movements taking place in Bali include the growth of independent coffee shops and ready to go coffee shops (coffee to go). The object of the case study is focused on the type of coffee to go that has developed into a mini cafe, no longer just a take away spot, this turns into a working area during pandemic. The addition of activities certainly marks the addition of facilities. Bitner's Servicescape theory is the basis for analyzing what elements of the physical and non-physical environment have an impact on the response and perception of the community. This article aims to look at the relationship between coffee to go that are experiencing spatial modifications to the perception of brand loyalty from generation Z (gen Z) in Bali as the focus group that dominates the market in this area. The research data was collected through a social media polls and observations are made with the output in the form of photos and layout plans of the coffee to go. The results of this study found that clean industrial and Japanese industrial interior designs are gen Z's favorite for the interior of a coffee to go. Servicescape that affects gen Z's brand loyalty when the coffee to go function is modified for the work area includes the availability of facilities that allow for work, natural lighting, noise levels in the range of 47-75 db, and the choice of music with a slow tempo.

**Keywords:** *serviscape, coffee to go, brand loyalty, interior*

## 1. INTRODUCTION

Drinking coffee for Indonesians is a habit that has been done for a long time, and Indonesia is one of the coffee-producing countries. From a habit that is carried out at home, especially in the morning and in simple coffee shops, it has now turned into a "contemporary" culture that is favored by the younger generation, especially generation Z. Kurniawan and Ridho [1] conducted a study to determine the behaviors adolescent consumptive behavior in coffee shops is based on behavioral motivation in the individual, economic, friendship and family aspects to fulfill their expectations. In addition to the motivation for consumptive behavior in coffee shops, it can be seen from the selection of places, types of drinks, selection of snacks, inviting friends, and the atmosphere of the place. This shows that for Generation Z, the quality of the place and the atmosphere is important. This is also supported by

research by Hulten [2] which found that consumption of global brands is important for generations X, Y, and Z in Australia, Brazil, China, India, Japan, Sweden, UK and USA. Consumption of the brand leads to the formation of a new identity and self-image. The consumption process becomes a carrier of personal values to satisfy ego and the need for self-fulfillment in life such as individual happiness, especially for things related to one's physical and mental needs, such as: food, environment, health care facilities, leisure, recreation, sustainability, cultural and educational facilities.

Moreover, with the spread of the COVID-19 pandemic, it has changed the way of life of the Indonesian people, one of which is work activities which are no longer the same as before. Restricting activities outside the home is one of the efforts to reduce the spread of COVID-19 [3] which then

transforms work behavior which is usually carried out in offices in a physical face-to-face format with working hours, changing to Work From Home (WFH) with more flexible time based online. WFH has both positive and negative impacts. On the one hand, WFH can provide time flexibility for workers so as to produce a better life balance [4]. On the other hand, surveys by McKinsey [5] report a different fact, WFH can actually reduce work productivity by 25 percent. This is partly because WFH often makes workers have to do their jobs all the time without stopping. Mustajab's research [6] states that there are negative impacts from WFH. The points above are in line with Muslim [7] who revealed that WFH for a long period of time can cause stress due to the quantity of demands given and boredom, as well as fears of being laid off if they do not meet the target. The phase is called the Pandemic Fatigue, when the terrible situation drags on, they have to adopt a different adapting style, fatigue and demotivation may occur [8]. The option of WFH outside the home then comes as a solution as well as an adaptation process to refresh mentality and increase productivity by avoiding distractions at home. The term WFH, which was previously known as remote working, has been popular lately even before the pandemic. Coffee to go is a form of modern coffee shop with the initial concept of coffee take away, and this is the type of coffee shop that is often crowded with gen Z, because in terms of price, coffee to go offers more affordable prices than conventional coffee shops. With the behavior of working in cafes, and also the widespread behavior of WFH, this coffee to go also modifies their spatial by providing a sitting area for consumers, so this study aims to determine the relationship between generation Z brand loyalty to the coffee to go servicescape in Bali.

### ***1.1. Literature Review of Serviscape***

The aspect of loyalty in the consumption process is strongly influenced by the existence and strength of the brand. A brand is seen as a central element of the notion of "consumer capitalism" (consumer capitalism). In this understanding, the brand has a main function that no longer functions to protect the original product from its imitation products, but also to find and create a new identity and lifestyle. Thus the existence of the brand creates a new economic value, namely the economy of sign, where producers no longer only focus on making products but tend to focus on creating symbols of a brand, which can give more value to the aura of the brand to consumers. Therefore, in the modern economy, a brand in addition to offering products, at the same time also offers a lifestyle and

identity to its buyers [9]. This also occurs in the coffee shop phenomenon, which changes ordinary coffee drinking activities into an image of identity and lifestyle. In Rose and Nofiyanti's research [10], brand image has a significant influence on people's buying interest, and this also applies to the case of coffee shops and coffee to go. Consumer loyalty can be seen from the frequency of consumer visits to the brand. The determinant of consumer satisfaction for a coffee shop was investigated by Sofia et.al [11], where customer satisfaction is determined by the atmosphere of the place and the quality of service. Therefore, it is very important to consider the servicescape aspect.

Serviscape is a theory put forward by Mary Jo Bitner [12], as a reference for creating good quality hospitality for commercial functions, and this theory is a theory in the field of marketing, but can also enrich insights for the field of interior design and architecture. Serviscape includes 3 main factors, namely: Ambient Condition (AC), Space Layout and Function (SLF), and Style, Symbol and Artifact (SSA). AC factors include noise, music, odor, temperature, and air quality. Meanwhile, SLF factors include furnishings, layout and equipment, and SSA factors include style of décor, personal artifacts, and signage. In Agmapisarn's research [13], the servicescape condition in the coffee shop business plays an important role, namely the presentation of place and food factors. This is related to the millennial character who always takes pictures and uploads them to social media for the places they visit.

Research on servicescape was further investigated by Zeithaml and Bitner [14] regarding the role of the servicescape, including as package, as facilitator, as socializer, and as differentiation. Serviscape as package, namely as a communication tool regarding the external picture of the service, and in interior design it can be translated as presenting an attractive interior design. Serviscape as facilitator means a facilitator in helping a person's performance in the environment such as how to design a floor plan, and how the plan can improve the efficiency of movement, of service activities. Then servicescape as socializer is the role of servicescape in helping the socialization process for all employees and consumers, such as a design that allows consumers to carry out socializing activities instead of just buying coffee and then leaving. Serviscape as differentiation is the design of physical facilities that can be used as a differentiator with competitors so that it indirectly distinguishes market segments.

Regarding the discussion about the effect of ambient conditions on coffee shops that also function

as co-working spaces, based on A 2012 study published in the Journal of Consumer Research, showed that a low-to-moderate level of ambient noise in a place like a cafeteria or coffee shop can actually boost your creative output. One of the biggest things about coffee shops is the social-facilitation effect: you go there, you see other people working and it puts you in a mood where you just naturally start working as well. Just observing them can motivate you to work harder [15]. The mix of calm and commotion in an environment of a coffee shop is the perfect amount of noise to optimize your creative talent [16].

The ambient noise of good café for work is around 65 to 75 db and it can produce by the material interior of the cafes, the sound of the coffee machine, and also the chatter from the other customer and staff [17]. The theory above is the basis for consideration that modifying the coffee shop function into coworking is relevant to do because it turns out that low-to-moderate levels of ambient noise can increase creativity when doing WFH. The same thing was successfully revealed in Trisna and Utami's research [18] where a good ambient environment for remote working/WFH is dimmed lighting which adds a sense of intimacy/intimate environment.

Further research on servicescape was carried out by Wakefield & Blodgett [19] to find out the effect of servicescape on consumer behavior, especially for revising and staying longer in that place. The influencing factors are layout accessibility, facility aesthetic, and electronic equipment display.

**2. RESEARCH METHODS**

The research method used in this study includes data collection and data analysis. The data collection method is carried out in two steps, which uses social media polls to find out which coffee to go is favored by generation Z. Then, observations are made with the output in the form of photos and layout plans of the

coffee to go. The first method of analysis uses the distribution analysis method on the results of social media polls to determine which coffee to go will be observed. After obtaining three coffee to go with the highest poll and located in different district locations, then the three coffee to go will be observed. The servicescape condition is seen based on 3 main factors, namely Ambient Condition; Space, Function and Layout; and Styles, Symbols and Artifacts. The analysis was carried out by descriptive analysis method.

**3. FINDINGS**

Based on the results of the Instagram social media poll, it was found that out of 20 respondents, six people mentioned Mannaka with an age range of 20 - 30 years, six people mentioned Janji Jiwa with an age segmentation of 20 - 40 years, and two people mentioned Eiji Coffee with an age of 25 years and over. The rest are respondents with different choices of coffee to go. What is unique is that the respondents who chose Mannaka and Eiji are well educated consumers in the middle and upper class who understand coffee. This poll is done randomly, from the overall respondents, 10 people who categorized in the age range of the gen Z – 26 years underwards that became the focus of respondents in the study.

**3.1. The Result of Observing Janji Jiwa Klungkung**

One of the Kopi Janji Jiwa franchises located in Klungkung City, has an industrial style, minimal signage with neonboxes. The seating arrangement in this place is not too wide. More details can be seen in Table 1 below.

**Table 1.** Servicescape Analysis at Janji Jiwa Klungkung

S	Element	Attribute	Description
E R V I S	Ambience Condition (AC)	Noise	47 – 67 dB
		Music	Soft music or light indie music
		Odor	There is no smell of coffee, but also no unpleasant scent
		Temperature	22-24°C
		Air Quality	Indoor area is full of air conditioning, there is no air ventilation.

C A P E		Lighting	Lots of natural light.
	Space, Layout, and Function (SLF)	Furnishing	There are lots of portable chairs.
		Layout	Coffee to go is divided into 3 areas, namely the order reception area, indoor and outdoor area. The ordering area is made in the form of a small window typical of takeaway outlets.
		Equipment	In the indoor area, there are several built-in chairs with power outlets and wifi access. They using plastic cup for every order.
B I T N E R	Signs, Symbols, and Artifact (SSA)	Style of decor	Clean industrial.
		Personal Artifact	There are no overly personal decorations, just a few artificial plants and coffee product displays.
		Signage	The coffee to go signage is clearly visible on the building facade and neon box.
		etc	For the size of the layout that is not so large, the arrangement of the area is very clear, the position of the toilet is in a hierarchy of places that matches the mindset of most people, which is at the back. There's motorcycle parking.

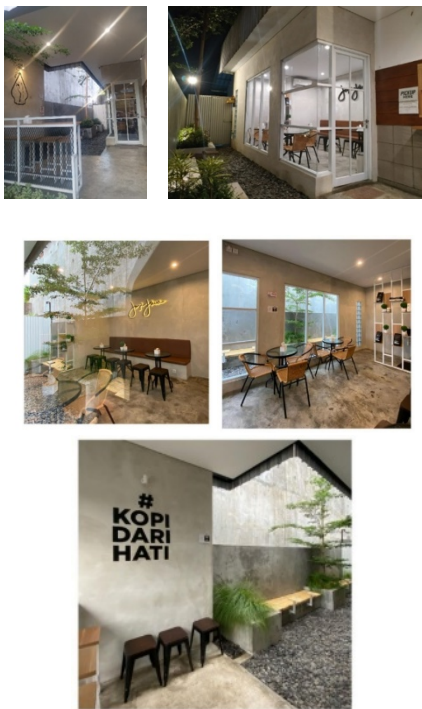


Figure 1. Janji Jiwa Klungkung (author's documentation)

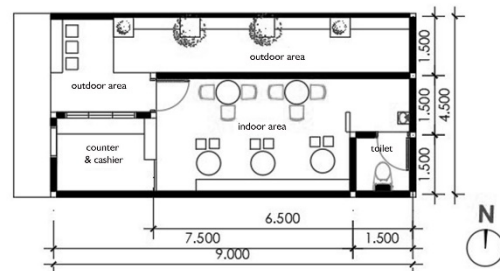


Figure 2. Janji Jiwa Klungkung Layout

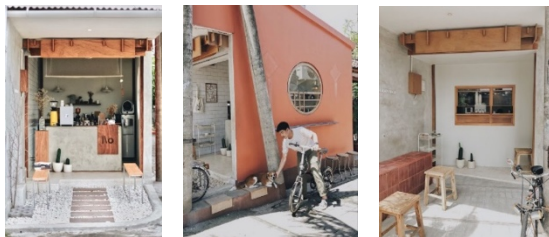
### 3.2. The Result of Observing Mannaka Coffee Seminyak

Unlike the Janji Jiwa, Mannaka Coffee is not a franchise brand, but an indie brand coffee to go. It takes a simple Japanese style, with details in Table 2 below.

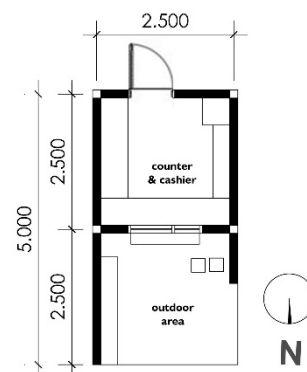
Table 2. Servicescape Analysis at Mannaka Coffee

Element	Attribute	Description
	Noise	53.2 – 70.3 dB, it's a bit noisy because the space is small and is right on the side of the road without parking access.

S E R V I S C A P E  B I T N E R	Ambience Condition (AC)	Music	No music
		Odor	There is no smell of coffee, but also no unpleasant scent
		Temperature	28°C
		Air Quality	Even though it's on the side of the road, it's not too hot, there's a light breeze.
		Lighting	Lots of natural light.
	Space, Layout, and Function (SLF)	Furnishing	There are concrete chair and some portable chair.
		Layout	Coffee to go is divided into 2 areas, namely the order reception area and outdoor area. The ordering area is made in the form of a small window typical of takeaway outlets. People sit at the front and side of this coffee to go. It looks like a modern version of a coffee stall (warung kopi).
		Equipment	They using plastic cup for every order.
	Signs, Symbols, and Artifact (SSA)	Style of decor	Japanese industrial. This coffee to go uses a combination of typical industrial plaster walls with Japanese wood accents and terracotta colors.
		Personal Artifact	There are wooden decorations on the ceiling, some cactus plants, tote bags with Mannaka branding, and Mannaka wood signage on the walls.
Signage		The size of the signage is small, but it is easy to find because of the unique shape of the building.	
etc		The interesting thing is that coffee to go has succeeded in providing a different perception between what is conveyed on social media and direct physical presence. Didn't expect that this coffee to go location was on the side of a crowded road because the feeling displayed on social media was very calm and homey.	



**Figure 3.** Before (left and middle) and After Pandemic (right) Mannaka Coffee (source [https://id.pinterest.com/mannakabali/\\_created/](https://id.pinterest.com/mannakabali/_created/))



**Figure 4.** Mannaka Coffee Layout

**3.3. The Result of Observing Eiji Coffee Renon**

Eiji Coffee has several branches, especially in the Denpasar area. Eiji coffee has a signature style  
**Table 3.** Servicescape Analysis at Eiji Coffee Renon

in the form of a blend of clean industrial and Japanese style. Japanese style is also applied to the seating, signage, music, and artifacts. More details can be seen in Table 3 below.

	Element	Attribute	Description
S E R V I S C A P E	Ambience Condition (AC)	Noise	59.8 – 65 dB
		Music	Japanese music, soft music or light indie music
		Odor	Smell of coffee
		Temperature	25-27°C
		Air Quality	Indoor area is full of air conditioning, there is no air ventilation. But there is a sliding door that can be opened at any time if you need an air change.
		Lighting	Lots of natural light.
	Space, Layout, and Function (SLF)	Furnishing	There are bar table set, built-in chair and some portable chair.
		Layout	Coffee to go is divided into 3 areas, namely the order reception area, indoor area and outdoor area. The ordering area is made in bar form. The outdoor area is divided into a front terrace area and a tatami area on the side.
		Equipment	In the indoor area, there are several built-in chairs with power outlets and wifi access. They using plastic cup for every order.
	B I T N E R	Signs, Symbols, and Artifact (SSA)	Style of decor
Personal Artifact			There are no specific personal artifacts, it's just that all aspects of the decoration use Japanese elements.
Signage			The Japanese accent looks very thick, starting from wooden signage with Japanese writing, the name of the shop in the form of 'noren' at the entrance, Japanese paper door accents 'fusuma', bamboo plants, lesehan areas such as 'tatami'.
etc			



**Figure 5.** Eiji Coffee Renon (source <https://www.facebook.com/204037906335736/post>)



s/ejji-coffee-corner-district-8-renon-bali-arkade-arkadeinterior-arkadeproject-kon/3939136249492531/)

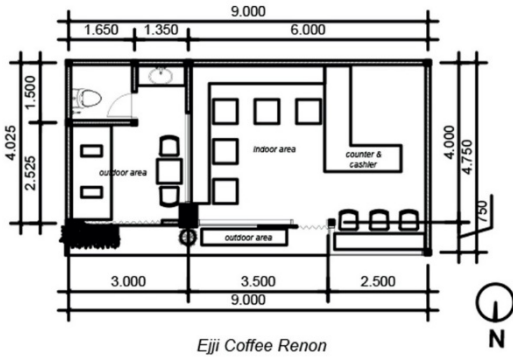


Figure 6. Ejji Coffee Layout

#### 4. DISCUSSION AND CONCLUSION

In this study, there are several things that can be discussed, including servicescape is closely related to the brand loyalty of a Coffee to Go. As stated by Zeithaml and Bitner [14] that servicescape acts as a socializer, which allows consumers not only to take away coffee, but also socialize at the coffee to go, thus making the coffee to go manager add a seating area at that place. Japanese style and clean industrial are decoration styles that are considered suitable and comfortable for areas that are not too large. Minimalist and clean Japanese style makes a narrow space feel wider. The findings in this study are about Ambient Condition, where the average noise condition in the 3 cases of coffee to go is to have a noise between 47 – 70.3 dB, with a room temperature of 22 – 28 degrees Celsius, with plenty of natural light, and the selection of slow tempo music. This is in accordance with the results of research from Trisna and Utami [18] where a good ambient environment for remote working/WFH is dimmed lighting which adds a sense of intimacy/intimate environment. Pleasant and amusing environment can boost the remote worker relaxed feeling. In addition, natural lighting helps them to work better, with air temperatures between 20 degrees Celsius - 22 degrees Celsius. While the soundscape that supports the work environment is sound with a level of 65 – 75 db with genres of jazz, classical, soft lounge and slow tempo music.

Thus, several things that can be concluded from this research include that a coffee shop in the form of a coffee to go can also act as a servicescape socializer as long as the facilities provided support the socializer's role. Then the combination of geometric shapes accompanied by a combination of monochrome colors with a touch of natural tones such as wood and terracotta which is realized in Japanese and clean industrial styles can provide comfort for users in enjoying a space with a relatively narrow area. A lighting system with natural lighting is the best choice to increase concentration and make a person able to work well even if the activity is carried out in a coffee to go facility. The soundscape that supports a person can still work comfortably is a sound with a noise level of 47 – 75 db, the music which is suitable to support activities in coffee to go is music with a slow tempo.

Some things that have not been considered in this study are further explanations regarding brand loyalty from generation Z, because in this study brand loyalty is determined only from consumer preferences. More details about the brand loyalty of a coffee shop and coffee to go business can be discussed in further research.

#### REFERENCES

- [1] A. Kurniawan, Perilaku Konsumtif Remaja Penikmat Warung Kopi. *Jurnal sosiologi dilema*, 2017, pp. 32(1), 9–22.
- [2] B. Hultén, Branding by the five senses : a sensory branding framework. *Journal of Brand Strategy*, 2017, pp. 6(3), 281–292.
- [3] A. Wilder-Smith, D. Freedman, D, Isolation , quarantine , social distancing and community containment: pivotal role for old-style public health measures in the novel coronavirus ( 2019-nCoV ) outbreak. *Journal of Travel Medicine*, 2020, pp. 1–4. DOI: <https://doi.org/10.1093/jtm/taaa020>
- [4] T. Crosbie, J. Moore, Work–life Balance and Working from Home. *Social Policy and Society*, 2004, pp. 3(3), 223–233. DOI: <https://doi.org/10.1017/s1474746404001733>
- [5] A. D. Afriyadi, (n.d.). WFH Kurangi Produktivitas? Tangkis Pakai Cara Ini. <https://finance.detik.com/berita-ekonomi-bisnis/d-4971346/wfh-kurangi-produktivitas-tangkis-pakai-cara-ini>
- [6] D. Mustajab, A. Bauw, A. Rasyid, A. Irawan,

- M. A. Hamid, Working from Home Phenomenon as an Effort to Prevent COVID-19 Attacks and Its Impacts on Work Productivity Duta. *The International Journal Of Applied Business*, 2013, pp. 53(9), 1689–1699.
- [7] M. Muslim, Manajemen Stress pada Masa Pandemi Covid-19 193, *Jurnal Manajemen Bisnis*, 2020, pp. 23(2), 192–201. <https://www.bing.com/search?q=jurnal+tentang+kebersihan+diri+sendiri+pada+masa+pandemi+remaja&qs=n&form=QBRE&sp=1&pq=jurnal+tentang+kebersihan+diri+sendiri+pada+masa+pandemi&sc=0-56&sk=&cvid=F9158713DF0B4E9FAC0BC0C89C267AC0>
- [8] B. Fallahnda, Fase Pandemic Fatigue Membuat Orang Melanggar Protokol Kesehatan, 2021, <https://tirto.id/fase-pandemic-fatigue-membuat-orang-melanggar-protokol-kesehatan-f9vU>
- [9] U. Ermann, Consumer capitalism and brand fetishism: The case of fashion brands in Bulgaria. *Brands and Branding Geographies*, January, 2011, pp. 107–124. DOI: <https://doi.org/10.4337/9780857930842.00016>
- [10] T. Rose, F. Nofiyanti, Brand image of interest in buying current coffee consumers in Jakarta. *Literatur*, 2020, pp. 2(1), 40–51.
- [11] A. Sofia, C. H. Pangaribuan, M. F. Sitinjak, Factors of Coffee Shop Revisit Intention and Word-of-Mouth Mediated By Customer Satisfaction. *Journal of Management and Business*, 2019, pp. 19(1). DOI: <https://doi.org/10.24123/jmb.v19i1.418>
- [12] M. J. Bitner, Servicescapes. In *Journal of Business Research*, vol. 44, Issue 1, 1999, pp. 37–45). DOI: [https://doi.org/10.1016/s0148-2963\(97\)00176-8](https://doi.org/10.1016/s0148-2963(97)00176-8)
- [13] C. Agmapisarn, Servicescape in the Café Business- A Case Study: Woo Café & Art Gallery, Chiang Mai, Thailand, *NIDA Case Research Journal*, 2018, pp. 10(1), 52–75.
- [14] U. A. Ruki, Dan Penerapannya Dalam Desain Interior Penjelasan Mengenai Servicescape. *Humaniora*, 2011, pp. 2(9), 11.
- [15] B. Lufkin, Why you're more creative in coffee shops, 2021, <https://marcellus.in/story/why-youre-more-creative-in-coffee-shops/>
- [16] R. Mehta, R. Zhu, R., A. Cheema, Is noise always bad? exploring the effects of ambient noise on creative cognition. *Journal of Consumer Research*, 2012, pp. 39(4), 784–799. DOI: <https://doi.org/10.1086/665048>
- [17] M. Droumeva, *The Coffee-Office: Urban Soundscapes for Creative Productivity*, 2017, pp. 195, 119–127.
- [18] N. M. Sri, W. Trisna, N. Kadek, Y. Utami, Remote Working Phenomenon in Cafe: an Ambient Environment Study. *Architecture & Design (IMADe)*, 1(October), 2020, pp. 110–118. <https://eprosiding.idbbali.ac.id/index.php/imad>  
e
- [19] K. L., Wakefield, J. G. Blodgett, The effect of the servicescape on customers' behavioral intentions in leisure service settings. *Journal of Services Marketing*, 1996, pp. 10(6), 45–61. DOI: <https://doi.org/10.1108/08876049610148594>