

Coffee Shop Place Attachment during Covid-19 Pandemic in Bandung

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ABSTRACT

The concept of place attachment is based on a positive emotional attachment between person-place. This attachment can be formed from the freedom of user accessibility to the physical environment and social environment to create a feeling of safe and comfort. The formation of user feelings related to emotional of the design. But at the end of 2019, the world was shocked by the emergence of the corona virus (Covid-19) and to reduce the spread of this virus the government in Indonesia began issuing new regulations on limiting accessibility of public facilities, such as coffee shop. The decrease of accessibility in the coffee shop can change the freedom of visitor's activities which it become a triggers of disruption place attachment. Therefore, the main focus of this study is to determine whether there is a difference or not in the concept of user attachment in a coffee shop during the new normal period and to identify factors that can affect the formation of a feeling of place attachment. This study uses a quantitative method with an exploratory strategy. The data was collected through literature studies, online observations, and distributing questionnaires to 305 respondents who had attachment to a coffee shop in Bandung before or during the pandemic. The analysis technique of this research uses analysis factors. The results of this study found that there was a shift in attachments at the time before and just before the Covid-19 pandemic. Meanwhile, in the place attachment theory about freedom, safe feeling and comfort even though place attachment is reduced, it can still be felt by some coffee shop visitors. Therefore, by still paying attention to the needs and activities of visitors while in the coffee shop, attachment places can still be formed.

Keywords: Bandung, Coffee shop, Emotional design, Pandemi Covid-19, Place attachment

1. INTRODUCTION

The concept of place attachment is based upon the existence of a positive emotional attachment [1], [2] between users (individual or groups) with a place [3], [4]. It can be formed from the user's accessibility to the physical and social environment that creates a feeling of safety and comfort [2]. The formation of a user attachment is related to the emotionality of a design. One such place that could cause an attachment between the user and the place is a coffee shop [2], [4]. A coffee shop is an informal social space and an urban consumption space that acted as a place for gathering and spending time [5]. The existence of freedom in accessing and doing activities in the coffee shop forms a feeling of place

attachment or emotional attachment between people-place [2], [3], [4].

Place attachment in a coffee shop formed because of the emotional attachment between visitor and the coffee shop. Therefore, the factors of place attachment in coffee shops are influenced by the freedom of the visitor's accessibility to the physical and social environment [2]. However, the world was shaken by the coronavirus outbreaks at the end of 2019, which attacks the human respiratory system. Coronavirus was first discovered in Wuhan, China. The name of the disease is Covid-19 or Severe Acute Respiratory Syndrome Coronavirus-2 (SARS-Cov-2). The spread of Covid-19 worldwide increases so rapidly through droplets, aerosols, fomites and other

transmissions [6]. On March 11th 2020, WHO declared Covid-19 a pandemic or Public Health Emergency of International Concern (PHEIC). This virus has also reached Indonesia for the government performed Large-Scale Social Restrictions (PSBB). However, this policy has made remarkable impacts on food and beverage accommodation [7], especially coffee shops, due to the closure of dine-in services. To reduce the economic impact during the Covid-19 pandemic, the government began issuing new regulations on May 30th, 2020 [8], [9] regarding restrictions on the accessibility to public facilities, such as coffee shops.

This decrease in the physical accessibility at the coffee shop can change the freedom of visitors in their activities which then triggers disruption of place attachments [19]. Therefore, the main focus of this study is to determine whether or not there are differences in the concept of user attachment in coffee shops during the new-normal period and to identify factors that can affect the feelings of place attachment in coffee shops during the Covid-19 pandemic.

2. LITERATURE REVIEW

1.1. Place Attachment

The concept of Place Attachment is an emotional bond between humans and places that are multi-dimensional, a phenomenon that not only occurs in one place but also in other locations. There are seven previous studies that discussed the influencing factors of Place Attachment. The research entitled *Place Attachment: Human Behavior and Environment* was conducted by Low and Altman, from an on-distributed to the youth of age, who were participants in local, natural-resource-based work program [10]. From the study, They showed that five factors are affecting the occurrence of place attachment. Namely, psychological factors, origins and culture factors, age and place identity factors, education level factors and participation factors in local communities. The second research entitled *The Coffee Shop Social and Physical Factors Influencing Place Attachment* by Waxman, from an on-distributed to local coffee shop visitors [2]. It is known that two factors influence the development of place attachments. Namely, physical and social aspects. The third study entitled *More than just a Cupp Coffee: A multi-Dimensional Approach Toward Analysing The Factors that Define Place Attachment* by Tumanan and Joseph, from an on-distributed to local coffee shop visitors [4]. They said

two factors influence the creation of place attachments, namely, physical and social aspects. The fourth study entitled *Factors Influencing Place Attachment to Middle-Eastern Restaurant in the United States* by Alansari, from an on-distributed to Arab coffee shop visitors [11].

They stated that six factors influence the forming of place attachments such as furniture factors, supporting activities factors, community factors, menu factors, feeling safe and comfortable factors, also additional facilities factors. The fifth study entitled *Sense of Place Among Adolescents: Factors Influencing The Place Attachment on Shopping Malls* by Kusmawidagdo et al. from on-distributed mall visitors [12]. Found nine factors in affecting place attachment, namely, physical factors, memories and experience factors, place satisfaction factors, interaction and activity features, time factors, social factors, cultural factors, personal factors, branding and promotion factors. The sixth study entitled *Sense of Place and Place Attachment* by Hashmnezhad et al. [13]. It is found that eight factors are influencing place attachment. Namely, physical factors, social factors, cultural factors, personal factors, memories and experiences factor, place satisfaction factor, interaction and activity feature factors, and time factor. The seventh research entitled *An Investigation of the Relationship Between Sense of Place and Place Attachment Among Dormitory Students* by Yazdanfar, from an on-distributes student [14]. He said there are eight factors of creating place attachments, namely, physical factors, social factors, individual factors, cultural factors, activity factors, satisfaction with place factors, memories and experiences factors, and time factors.

The level measurement of place attachment could be assessed by the place attachment index (PAI) [1]. Two factors identify the creation of place attachments, namely, place identity and place dependency. The below is a description of the 12 measurement items for the place attachment index.

Table 1. Place attachment index

Place Identity	Place Dependency
I feel (place name) is a part of me.	(Place name) is the very best place for what I like to do.
(Place name) is very special to me.	No other place can compare to (place name).
I identify strongly with (place name).	I get more satisfaction out of visiting (place name) than anyother.
I am very attached to (place	Doing what I do at (place name)

name).	is more important to me than doing it in any other place.
Visiting (place name) says a lot about who I am.	I wouldn't substitute any other area for doing the types of things I do at (place name).
(Place name) means a lot to me.	The things I do at (place name) I would enjoy doing just as much at a similar site.

Source: Kobrin and Vaske (2003)

1.2. Place Attachment

The spread of the Covid-19 virus occurred rapidly and massively in various parts of the world in a short time. In July 2020, WHO gave an overview of the spread of Covid-19 virus transmission into four parts. First, transmission via droplets. This transmission happens when interacting within a distance of less than 1 meter with an infected person in a closed room without wearing a mask. Second, transmission via aerosol. This transmission occurs through droplet nuclei that float in the air and move far. It happens when ventilation/air circulation in the room is poor. Third, transmission via fomites. This transmission occurs when people who are infected with Covid-19 contaminate the surface of objects/goods. Fourth, through other media. This transmission occurs through biological samples such as faeces, urine and animals, namely bats. However, the fourth type of transmission has not gotten any solid evidence.

To reduce cases of the spread of Covid-19, the government issued a regulation on the Covid-19 Health protocol by limiting the physical accessibility of the community in public facilities, especially coffee shops. In addition to providing dine-in services, coffee shops must also support take-away and delivery services [8]. Implementing the operational time limits and prevent crowds by implementing online reservations [8], [9]. Limiting dine-in services by the duration of the visit and only accepting 30% of the seating capacity [9]. Applying hygiene principles in sanitation and food serving processes [8], [9]. Perform a body temperature check at the entrance [8]. All employees and visitors have to wear masks and remove masks only when food is available [8], [9]. Limiting physical distance to a minimum of 1 meter and placing special marks in certain areas [8], [9]. Provide hand washing/hand sanitiser facilities in several areas [8]. Perform periodic cleaning [8]. Attempt cashless payments and digital menus [9].

1.3. Coffee Shop

A coffee shop is a place to enjoy coffee with various visitor backgrounds to spend time socializing and doing activities [5]. According to an article written by Brian Taufik with the title Types of Coffee Shop Visitor Activities, there are seven types of visitor activities at the coffee shop. The coffee connoisseur type, the meeting, the worker, the romantic partner, the cafe-goers, the social mediaholic, and the nerd type [18]. The following are three studies on factors influencing consumer attachment to coffee shops. Based on previous research by Jang et al. with the title "Coffee shop consumer's emotional attachment and loyalty to green stores: The Moderating role of green consciousness", it was found that there were two factors of visitors' contentment at coffee shops. Visitor's contentment is influenced by a green concept Interior Design and eco-friendly products [15]. The research conducted by Ferreira and Lukas with the title "Stellenbosch coffee society: societal and location preference" found eight factors of visitor enjoyment at coffee shops. Visitor enjoyment is affected by free wifi access, safe environment, unobtrusive interior and exterior, quality of service, attractive interior design, strategic location, comfortable seating, menu choices and low prices [5]. Research conducted by Gangwani et al. with the title "A study on the impact of brand preference and furniture on consumer preference of coffee houses" found seven factors of visitor comfort in coffee shops. Visitor comfort is influenced by the presence of music, furniture, lighting, the taste of food/beverage, brand preference, variety, and crowd [16].

3. METHODOLOGY

This study used quantitative methods with an exploratory research approach. The main focus of this research is to identify the influencing factors of evoking a place attachment in coffee shop visitors after the Covid-19 pandemic in Bandung. Therefore, the researchers used factor analysis to get the results. All data were carried out by conducting a literature study about place attachments, coffee shops, and the Covid-19 pandemic. Online observations were done at coffee shops in Bandung as one of the big cities in Indonesia with tons of coffee shops. The questionnaire was carried out in 2 stages, a trial questionnaire (pilot test) and the final questionnaire. The pilot test was conducted by testing the validity and reliability of 30 people. The final questionnaire consisted of a non-probability sampling technique

with quota sampling up to 305 respondents from June 11th, 2021 to June 27th 2021, using an online form. The measurement used in the questionnaire was Likert with five answer scales, namely, strongly disagree, disagree, undecided, agree, and strongly agree. The questionnaires were related to demographics, attachment before-after pandemic, place attachment index (PAI), and aspects affecting visitor engagement during the pandemic at coffee shops.

4. RESULT

4.1. Visitor's Characteristic

Based on the distribution of online questionnaires to 305 coffee shop visitors in Bandung, various characteristics of visitors were obtained.

Table 2. Visitor's Characteristic

Criteria	Category	Percentage (%)
Gender	Female	58%
	Male	41,9%
Age	17-20 years old	4,9%
	21-25 years old	69,2%
	26-30 years old	19,4%
	31-40 years old	3,9%
Education	High School/Lower	11,1%
	Bachelor's/Diploma	79%
	Master's	9,5%
	PhD and above	0,3%
Profession	Student	22,6%
	Private employees	38,7%
	Government employees	3,9%
	Freelancer	19,4%
	Unemployeed	3,9%
	Teacher/Lecture	3,2%
	Self-employed/ Businessman	2,9%
	Etc. (BUMN, Entrepreneur, Barista, Designer, Doctor, Housewife)	5,6%
Status	Married	12,7%
	Unmarried	87,2%

Income	<Rp.1.000.000,-	17,3%
	Rp.1.000.000,- until Rp.3.000.000,-	40%
	Rp.4.000.000,- until Rp.6.000.000,-	32,4%
	Rp.7.000.000,- until Rp.10.000.000,-	7,8%
	>Rp.10.000.000,-	2,3%
Coffee Shop	Starbucks	23,6%
	Sejiwa Coffee	13,4%
	Yumaju Coffee	12,4%

Based on the table above, it is known that 58% of coffee shop visitors are women and 69.2% are around 21-25 years old. The recent education of bachelor/diploma by 79% while 38.7% are working as private employees. All visitors are citizens of Bandung with 87.2% status of unmarried. Visitors who came to the coffee shop were dominated by 40% with an income of Rp. 1,000,000,- to Rp. 3,000,000,- . 3 coffee shops became a favourite place for visitors before and after the Covid-19 pandemic. 23.6% chose to come to Starbucks, 13.4% to Sejiwa Coffee, and 12.4% chose to come to Yumaju Coffee. Before distributing the questionnaires, the researchers conducted preliminary research and online observations to identify which coffee shops were the citizen favourite and applied the best Covid-19 health protocols. It turned out that Starbucks, Sejiwa Coffee, Yumaju Coffee were citizen's favourite coffee shops, and they performed Covid protocols such as limiting crowds, physical distancing and regular maintenance. Later, this data was proven by the questionnaires that revealed the attachment of visitors to coffee shops during the pandemic.

4.2. The Attachment: Before-After Pandemic

To identify the difference before and after the Covid-19 pandemic at a coffee shop in Bandung, researchers analyzed the frequency, duration and total expenditure on each visit. The two analyzed data came from the same sample, so the analysis used a paired t-test from Wilcoxon. In addition, the data obtained were ordinal and not normally distributed. The calculation analysis used α : 5%. If the value of Sig. is obtained below 0.005, then H_0 is rejected while H_1 is accepted. For the statistical test hypothesis, if H_0 is accepted, it means that there is no significant decrease between attachment before and after the Covid-19 pandemic. However, if H_1 is accepted, it shows a significant decrease in attachment before and after the Covid-19 pandemic.

Table 3. T-test paired group

Test Statistics ^a	
	After-Before Pandemic Covid-19
Z	-3.392 ^b
Asymp. Sig. (2-tailed)	.000

^aWilcoxon Signed Ranks Test

^bBased on Positif Ranks

Based on the table above, the value of Sig. of .000 means it is smaller than α : 5% (0.05). Then it can be stated that H0 is rejected and H1 is accepted, meaning there is a significant decrease in attachment before and after the Covid-19 pandemic at the coffee shop. Therefore, visitors' attachment to coffee shops after the Covid-19 pandemic as measured by frequency, duration and expenditure per visit has decreased. In addition, researchers also measured the place attachment index (PAI) before and after the Covid-19 pandemic using the test criteria from Narimawati in 2007 [17]. Place attachment index (PAI) is categorized into 2, namely, place identity and place dependency. For place identity, the percentage is 71%, while place dependency is 74.58%. Both data are included in the good/important category [17]. Based on research conducted by Setiati, place attachments before the pandemic in coffee shops in Bandung, especially in "Roemah Kopi", had a score of 67.99% for place dependencies and 61.67%. Both percentages are included in the category of ordinary/moderate [3], [17]. Therefore, the place attachment index (PAI) during the pandemic increased even though accessibility and visitor activities were limited.

4.3. Analysis Factor

The analysis results used the SPSS program, showed the Kaiser Mayer Olkin Measure of Sampling (KMO) value of 0.812 and the Barlett's Test of Sphericity value of 4502.680. Based on the rotation stages, the loading factor value was found to be more than 1 item. So, to remove items with two loadings, a re-rotation was done. At this stage, one at a time would be removed until only one number was left in the factor loading. A total of 9 items were removed, while the remaining were 36 items. Several items were extracted through varimax rotation, and 10 groups of factors were formed with 36 items inside.

Table 4. Place attachment factor

Factor	Indicator
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Physical	Furniture
	Air circulation
	Lighting
	Cleanliness
	View
	Appealing décor
Interaction	Music
	The Covid-19 protocol service
	Territory-social
	Ordering service
	Digital ordering service
	Personal space-social
Memories & experience	Territory-personal
	Feelings of safety and comfort-personal
	Feelings of relaxation/restoring mood
	Feelings of freedom
Activity	Feelings of safety and comfort-social
	Talking/chatting/interaction
	A lifestyle in socializing
	Opportunity to socialize
Environment	Enjoying coffee/eating/drinking
	Past experience
	Perserving/maintaining
Personal	Function
	Service quality
	Room circulation
Branding & Promotion	Layout
	Advertisements/promotions
	Recommendations
Motivation	Menu's/variation/tastes
	A lifestyle at work
Supporting activity	Knowledge
	Internet browsing
Social	Social media updates
	Ability to territorialize
	Trust & respect

Based on the rotation results, 10 factors were formed, each of which got a name based on the previous research and related literature. The first factor was called the physical factor, which included furniture, air circulation, lighting, cleanliness, view, appealing décor and music. The second one was the interaction factor, including the Covid-19 protocol service, the territory of the social scope, the ordering service, digital ordering service, personal-space and the territory of the personal scope. The third factor was called the the memories & experience factor, including feelings of safety and comfort that were personal, the feelings of relaxation / restoring mood, feelings of freedom, feelings of safety and comfort that were social. The fourth factor was called activity, which included chatting/interacting, a lifestyle in socializing, and the opportunity to socialize and enjoying coffee/eating/drinking. The fifth factor was called the personal factor, which consisted of service quality, room circulation, and layout. The sixth factor was called the environment, including past experiences, preserving/maintaining and functions. The seventh factors was called the motivational factor which included, lifestyle at work and knowledge. The eighth factor was called the

branding and promotion factor, which consisted of advertisements or promotions, recommendations, menus, variations, and tastes. The ninth factor was called the supporting activity factor, including internet browsing, and social media updates. The tenth factor was called the social factor, which included the ability to territorialize, also trust and respect.

5. AUTHORS' CONTRIBUTIONS

5.1. Place Attachment

There was a decrease in attachment during the COVID-19 pandemic, as indicated by the decreased quantity of frequency, duration and total expenditure of each visit. However, there was still an increase in place attachment as measured using the place attachment index [1] during the pandemic. Which then proved that place attachments could still be evoked even though the number of visits to the coffee shop was lessened. Aside from the changes in attachment, the influencing factors of the place attachment have also changed. At this time, a place attachment in a coffee shop has 10 influencing factors.

Therefore, place attachments could occur in coffee shops during the pandemic because visitors evoked positive emotional attachments to the coffee shop [1], [2]. Although there was a restriction on visitors' accessibility freedom at the coffee shop, the need for facilities and doing activities, also feeling safe and comfortable could still be fulfilled. Nowadays, coffee shops are still a favoured destination. A coffee shop is not merely a coffee place but also a space that supports activities carried out during the pandemic, such as works, meetings and studies. In addition, the concept of the coffee shops has also been adjusted to the Covid-19 health protocols that by complying with these regulations, the possibility of being exposed to the Covid-19 virus is insignificant.

5.2. Factors Place Attachment

This research is based on seven previous studies before the Covid-19 pandemic outbreaks, which stated that the formation of place attachment was influenced by 20 factors. After conducting factor analysis, 10 factors were found to have influenced the formation of place attachments in coffee shops during the Covid-19 pandemic. The factors with the most influence on place attachments in coffee shops are physical factors [2], [4], [12], [13], [14]. The

indicators include the accessibility of comfortable furniture facilities [2], [4], [5], [11], [16]. An excellent clean air circulation/ventilation [2], [4]. Having an adequate amount of lighting in the coffee shop [2], [16] and exceptional hygiene in furniture, food, drinks, materials, and sanitation [2]. Appealing décor [2], [5], [15] and views from windows, outdoor areas and smoking areas [2] could make visitors feel content to stay for some time. The last indicator is music and acoustics [2], [11], [16].

The second factor that influenced the formation of place attachments in the coffee shop is the interaction factor [12], [13], [14]. Indicators that affect interaction factors include health protocol services such as the use of masks, temperature checks and the availability of handwashing facilities [8], [9], [14]. In addition, restrictions are made in areas prone to crowds by providing way-finding/caution [2], [8], [9], [14] and ordering service by enforcing system waiting list for reducing the contamination of the Covid-19 virus [8], [9]. The next indicator is digital menu services [9], [18]. The last indicator includes the seating options of visitors who choose to sit apart, sit with acrylic borders [8], [9], [13], [14] and sit in favourite areas [2], [11].

The third factor in the formation of place attachments in coffee shops nowadays is the memories & experience factor [12], [13], [14]. The indicators include visitors looking for a safe and comfortable place even though they come alone [11], [14]. By re-visiting the coffee shop in the future, visitors could feel relaxed or restoring their mood [4], [12] and is able to move freely without being disturbed by anyone [4], [5]. The last indicator is a looking for a safe and comfortable place even though they come in groups [5], [12], [13]. The fourth factor in place attachments in coffee shops is the activity factor [12], [13]. The indicators include talking or chatting or interacting [2], [4], [13], and by meeting or gathering with friends [2], [12]. Visitors come to the coffee shop while having the opportunity to socialize with friends and strangers [2], [4], [12] and to enjoy coffee, food, and drinks [9], [11]. The fifth factor that affected the place attachment in the coffee shop is the personal factor [12], [13], [14]. These factors include good and friendly service quality [5], [12], [14]. In addition, visitors choose to come to a coffee shop with good circulation/space atmosphere [12], [13], [14], and the layout of the kitchen/barista area that is still visible to the visitor's eyes [4], [8], [9], [14].

The sixth factor is the environmental factor [10], [11]. Re-visiting the current coffee shop could

remind the experience, events, atmosphere, memories and the primary function of the coffee shop before the pandemic [10], [12], [13], [14]. The next factors is the motivational factor [12]. The indicators include the facilitation of activities during the pandemic to work or increase their knowledge by studying or discussing in coffee shops [2], [4]. The eighth factor is the branding promotion factor [12]. Visitors choose to come to the coffee shop because they got recommendations from friends, family, or social media [10], [12], which were spread through advertisements or promotions [12]. In addition, the variety of menus or tastes make visitors feel content to spend their time at the coffee shop [1], [2], [4], [5], [16]. The ninth factor is the supporting activity factor [11]. The accessibility of wi-fi facility allows visitors to spend their time browsing the internet, and updating social media [5], [18].

ACKNOWLEDGMENTS

There was a shift in the theory of place attachment. Formerly, place attachment could be created by the feeling of freedom, safety and comfort. However, the occurrence of the Covid-19 outbreak has made the visitors afraid and anxious about being infected by the Covid-19 virus while doing activities in public. Therefore, to provide a feeling of safety and comfort for coffee shop visitors, the government issued a Covid-19 health protocol regulation by limiting the freedom of accessibility. While still paying attention to the needs and activities of visitors at the coffee shop during the Covid-19 pandemic, place attachments still could be formed. Recently, there is an increase in place attachment during the pandemic influenced by 10 place attachment factors. One of the factors that give the most influence is physical factors. Physical factors could be a consideration for designers and entrepreneurs in designing coffee shops during the Covid-19 pandemic. The factors include furniture, air circulation, lighting, cleanliness, view, appealing décor and music. By still paying attention to the aspects evoking the place attachment, it is expected for the coffee shop business could still run and be innovated for the better.

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