

The Transformation of Coffee Shops into Coworking Spaces During the Pandemic

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Abstract—In recent years, coffee shops are no longer just a place to hang out and drink coffee, but coffee shops have also been developed as informal working areas that can be functioned as an alternative to work remotely or nomadic, especially during pandemic when people are getting tired of working at home due to the numbers of distractions. The phenomenon of the coffee shop spaces are being modified into working areas, as well as saving cashflow from the coffee shop which has been minimally visited since the pandemic. This study is focused on analyzing the physical environment of several coffee shops in Denpasar which have been modified the function of space as co-working based on Bitner's Serviscape theory through observation and descriptive reasoning methods. Finally, the results of the study revealed that aspects of flexibility, adaptability, and originality play roles during the process of modifying the function of coffee shop into co-working.

Keywords—coffee shop, coworking, servicescape

I. INTRODUCTION

A. Coffee Shop and Work from Home Behavior

The COVID-19 pandemic has changed the way of life of the Indonesian people, one of which is work activities that are no longer the same as before. Restricting activities outside the home is one of the efforts to reduce the spread of COVID-19 [1] which then transforms work behavior which is usually carried out in offices in a physical face-to-face format to Work From Home (WFH) with more flexible time and online based. 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 [2]. On the other hand, a McKinsey survey [3] reported 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 [4] states that there are some negative impacts from WFH. First, multitasking that occurs because of the dual roles that take place at home, as workers and also residents of the house who are responsible for whatever the family needs at home. Second, the lack of supervision of workers, causing a loss of work motivation, plus "the perception of the home is a place to rest". Third, there are

many distractions that make workers lose focus on work. Fourth, there is often miscommunication. Fifth, the problem of additional expenses outside of routine expenses related to electricity, wi-fi, and other needs that support work-at-home activities. The points above are in line with Muslim [5] who revealed that WFH for a long period of time can cause stress due to the quantity of work and boredom, as well as fears of being laid if they do not meet the target. This tired condition is called the Pandemic Fatigue phase, when the terrible situation drags on, they have to adopt a different adapting style, fatigue and demotivation may occur [6]. This is a psychological stage that every individual has the potential to experience during the Covid-19 pandemic.

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. In big cities, coworking facilities have emerged as an alternative space for urban communities to work. The trend of working as mentioned above is generally an option for millennial workers who tend to get bored easily and work with high mobility [7]. Coworking space is a space to collaborate and exchange ideas in order to produce something by sharing, both in terms of ability and knowledge, as well as making a place to learn new experiences, economically and efficiently [8]. Unfortunately, the familiarity with the use of coworking facilities in Denpasar is quite low, as evidenced by the quick questionnaires distributed via social media randomly, from a total of twenty respondents, 60% of whom gave another option, picked coffee shop as a favorite location for WFH because it has lower budget than coworking. In fact, from the author's observations, the coworking that is scattered in Bali is indeed more targeted at expatriates than local residents, so the price standards are different.

Many research shows that coffee shops trigger our creativity in a way offices and homes don't. The stimuli that we get from a coffee shop like combination of noise, casual crowds and visual variety could give us just the right amount of distraction to help us be our sharpest and most creative [9]. The coffee shop was appointed by the author based on the

phenomenon of a coffee shop in Denpasar which developed as an informal work area or fulfills a coworking function, not only as a place to hang out and drink coffee. The phenomenon of the coffee shop being modified as a coworking area provides an opportunity that saves the coffee shop's cashflow, which has been minimally visited since the pandemic. Different from coworking spaces that apply a monthly or annual rental fee, the combination of these two functions does not charge a rental fee. The income depends on the number of visits and incoming orders. This method is indeed riskier but also has more potential to generate profits during a pandemic [10].

This adaptation process is very interesting to observe, although there is still little literature that discusses the modification of coffee shop with coworking functions to survive during the pandemic. This research focuses on three coffee shop as case studies, namely Kopi Satu, Tan Panama, and Argos Coffee in Denpasar.

II. LITERATURE REVIEW

A. Coworking Space in A Coffee Shop

Based on the results of a random quick questionnaire on social media regarding favorite WFH location beside home, there are two options, coworking and coffee shop; 60% choose coffee shop, and 40% choose coworking. The reasons for choosing a coffee shop as a location for WFH include a cheaper budget than coworking, availability of wi-fi and sockets that support work activities, a comfortable and chill atmosphere that minimizes work pressure, can be used for meetings with clients or colleagues, favorite coffee that can be a mood booster. 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 creativity. One of the biggest things about coffee shops is the social-facilitation effect: go there, you see other people working and it puts you in a mood where you just naturally start working as well [9]. The ambient noise of good café or coffee shop for work is around 65 to 75 db and it can produce by the interior material, the coffee machine's sound, and also the chatter from people around [11]. 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.

Coworking space is an environment/space where several professions can work in an area simultaneously, either in a private space or an open workspace [12]. In its main activity, coworking spaces not only provide space for work but also social functions for users to interact, exchange information, and collaborate [13]. According to Bilandzic and Foth [14] regarding the space needs of a coworking space, it is divided into three categories, which are the main area, supporting area, and service areas. Pramedesty et al. [15] describes the table Analysis of the need for coworking space from various sources as follows (Table 1).

TABLE I. COWORKING SPACE NEEDS ANALYSIS [15]

No	Category	Needs	Facility
1	Main area (A)	1. Individual workspace 2. Group work space (get to know each other) 3. Shared work space (do not know each other)	Coworking area
2	Supporting area (B)	Commercial area, social area, sports area	Restaurants, cafes, shops, health facilities, discussion rooms, relaxing areas, libraries, auditoriums, archives/custody rooms
3	Service area (C)	Staff area, warehouse	Office area, janitor, toilet/bathroom, receptionist, pantry

To fulfill the function as coworking, of course a coffee shop must provide spaces that allow the community to work as well as socialize and collaborate according to what is described in the table 1.

B. "Coffee Shop Working" Through Serviscape Theory

Coffee shop working is a term for a coffee shop that also functions as coworking [16]. Referring to the previous discussion which resulted in the conclusion that modifying the coffee shop function into coworking is relevant to do because it turns out that the low-to-moderate level of ambient noise in coffee can increase creativity when doing WFH. The three coffee shops in this research object also meet the space needs of a coworking through the flexible space they create. What remains to be discussed is how the physical environment that they have formed is able to support working activities in it which will then be analyzed through the Serviscape theory.

According to Lovelock and Wirtz [17] servicescape refers to the physical environment that is intentionally created or created by humans as support for the services provided to consumers. One of the reasons for the importance of the servicescape concept is its relation to the satisfaction of consumer needs. The better the servicescape, it will make consumers feel comfortable and happy in consuming the services provided. Bitner [18] suggests about several elements of the servicescape consisting of ambient conditions; space, floor plan and function (space, layout, and function); and clues, symbols and artifacts (signs, symbols, and artifacts). Servicescape design can affect customer choice, customer expectations, customer satisfaction and others [19].

III. RESEARCH METHODOLOGY

This research was conducted on three popular coffee shop in Denpasar, Bali, which were modified into coworking spaces. The selection of these three coffee shop was based on answers from a quick questionnaire to twenty respondents who were randomly distributed via social media for their favorite location to work at a local coffee shop. There are age variations found, including Kopi Satu, which is mostly chosen by respondents aged 20-35 years, Tan Panama, which is mostly chosen by respondents aged 16-25 years, and Argos, which is selected by

respondents aged 25-40 years. The method used is by observing the location, observing the behavior of the community in it and then analyzing the physical environment descriptively through Bitner's Servicescape theory to find out how far the modifications made are able to support work activities.

IV. DATA DESCRIPTION

The following are the results of observations from three local coffee shops that have modified their functions as coworking, including Kopi Satu, Tan Panama, and Argos Coffee in Denpasar.

A. Kopi Satu

Kopi Satu is a coffee shop that was established in 2020 and located at Jalan Durian no 25, Denpasar, a strategic location in downtown Denpasar. Carrying an Indonesian vintage concept that is rich in batik accents, *kreplyak*, collections of cassettes, vinyl records, to *tegel*; Kopi Satu has turned an old house into a coffee shop as well as coworking. Feels homey is very felt even though they change the building of the house with a different function, they still leave the walls peeling off as is, feels exactly when you are in the old house. Kopi Satu offers a comfortable atmosphere like working at home with a warm ambience. Kopi Satu interior and exterior can be seen in Figure 1.

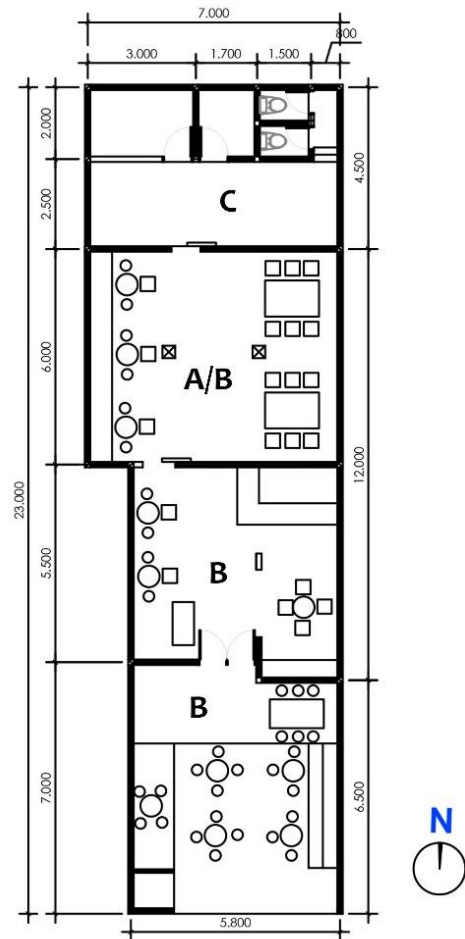


Source: instagram.com/kopisatudenpasar

Fig. 1. Kopi Satu interior and exterior.

Kopi Satu divides its space into four areas (see Figure 2), including a coworking area (A) which can also function as an indoor coffee shop, a supporting area in the form of a coffee shop (B) consisting of indoor and outdoor, and a service area (C). The coworking area is divided into two zones, namely the individual zone on the left and the group zone on the right (to know each other) which can also be used to work together (don't know each other). This coworking area can also be used

as a private meeting area if needed at any time by blocking the area which happens to be in an insulated room.



Source: author, 2021

Fig. 2. Layout of Kopi Satu.

Working at Kopi Satu feels like working at home, the surrounding environment is left as is, the wall paint that is left peeling off naturally seems to remind us of a familiar house in our daily lives, reluctant to make us move, just feel like home. Visitors who come are classified as varied in terms of age, ranging from 20 to 40 years. Just mingle with various activities, ranging from light discussions, playing chess, enjoying coffee, working with laptops individually, to working in a team format. This coffee shop is busy even though it does not have a parking area, visitors will park their vehicles on the side of the road near the coffee shop location. If you only look at it from the outside, Kopi Satu doesn't look like it has a coworking space, more like an artisan coffee shop that is often filled with coffee-loving communities. The coworking area is located a bit inside, considering the location is directly opposite the highway, so this slightly inward position can be understood as a solution to provide a quieter and more private workspace. Servicescape analysis of Kopi Satu can be seen in Table 2.

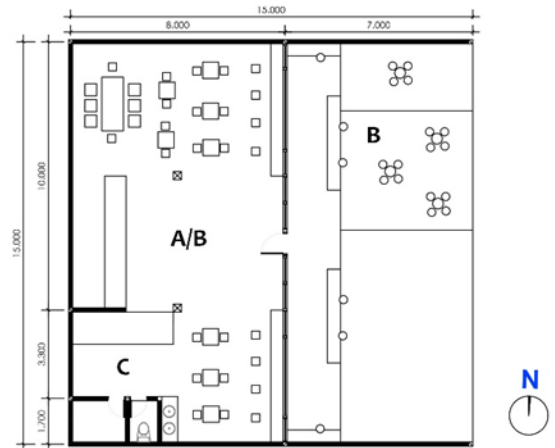
TABLE II. SERVICESCAPE ANALYSIS OF KOPI SATU

Element	Attribute	Description	
SERVICESCAPE	Ambience Condition (AC)	Noise	47 – 69.8 dB, relatively low because the music used is relatively soft, or even the music is not turned on. Not yet equipped with good acoustic facilities, so the voices of people who are conducting meetings can still be heard, echoing, even though they are divided into different zona.
		Music	Choice of soft music or light indie music
		Odor	There is no smell of coffee, but also no unpleasant scent
		Temperature	24-26°C
		Air Quality	Air quality does not support the COVID-19 health protocol, because the coworking area (indoor/non smoking area) is completely closed and full of air conditioning, there is no air ventilation.
		Lighting	Lack of natural lighting. Artificial lighting is also less supportive for work activities, especially on light intensity and light color (warm - yellow)
BITNER	Space, Layout, and Function (SLF)	Furnishing	Less ergonomic furniture for work, industrial style chairs that tend to be stiff, so it's less comfortable to work for a long time
		Layout	The front outdoor coffee shop area looks chaotic like there is no coworking space facility inside. The coworking area is more organized. No parking area.
		Equipment	Coworking facilities are equipped with desks with sockets, wifi is quite fast 37 – 42 mbps.
BITNER	Signs, Symbols, and Artifact (SSA)	Style of decor	Vintage, 60-70s house style, with a touch of ethnic batik.
		Personal Artifact	Doors, windows, lock tiles, photos, imperfect house (wall paint is left imperfect).
		Signage	Signage is only visible on the front of the building.
		etc	Toilet instructions are less visible from the main area.



Source: author, 2021

Fig. 3. Tan Panama Coffee interior and exterior.



Source: author, 2021

Fig. 4. Layout of Tan Panama.

B. Tan Panama Coffee

Tan Panama Coffee is located at Jalan Veteran, looks vulgar from the side of the road with a modern industrial look that contrasts with the surrounding buildings. Tan Panama has a clean interior finish, spacious circulation, and plenty of socket slots for working facilities. The terrace area which is quite spacious at the front becomes a place for socializing for teenager and young adult. Tan Panama Coffee interior and exterior can be seen in Figure 3.

Tan Panama divides its space into four areas (see Figure 4), including the Coworking area (A), the Coffee Shop area (B) which is divided into indoor and outdoor, and the service room (C). The coworking area blends in with the coffee shop, there is no special partition, only the individual zones can be seen lined up on the right side, close to the window position. Group zone on the left, visible from the table with a large capacity.

Observing the visitors passing by at this Coffee Shop, it can be validated that this coffee shop is popular for ages 16 to 25 years old according to the results on a quick questionnaire. The spacious rooms give teenagers the freedom to interact, ranging from small talk activities in the outdoor area to more serious activities such as making assignments or working remotely with laptops in individual zones in the indoor area. The music is quite loud with a fast beat as if to confirm that this is a chill

and vibrant youth area. This atmosphere evokes optimism and creativity, but is not appropriate for work activities that require high concentration. Servicescape analysis of Tan Panama can be seen in Table 3.

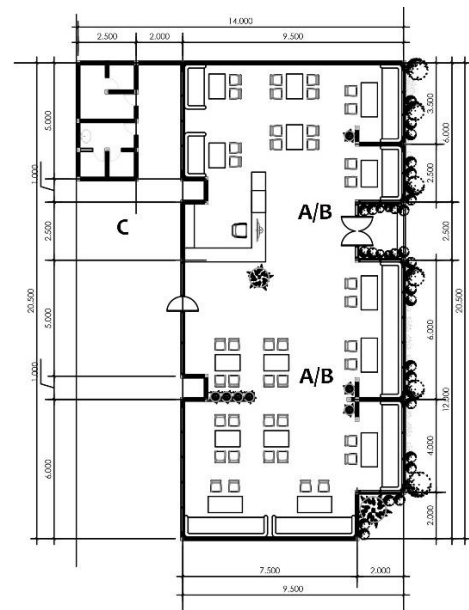
TABLE III. SERVICESCAPE ANALYSIS OF TAN PANAMA

S E R V I S C A P E B I T N E R	Element	Attribute	Description	
	Ambience Condition (AC)	Noise		65 – 75 dB
		Music		A wide selection of music, tends to be fast and passionate
		Odor		No smell of coffee, smell of cigarette smoke from outside
		Temperature		28-29°C, there is no air conditioning in the indoor part, there are only three fans that circulate circulation.
		Air Quality		The air quality is not good, because the smoking area (outdoor) and non-smoking area (indoor) are adjacent to wide-open window and door access, so the smell of cigarette smoke still enters the non-smoking area.
	Lighting		Good natural lighting. Artificial lighting has also provided the type of task lighting, very supportive of work activities.	
	Space, Layout, and Function (SLF)	Furnishing		Furniture is not ergonomic for work, in the form of stools without a backrest so it is less comfortable to work for a long time
		Layout		Relief circulation, according to health protocols. Only motorbike parking available.
		Equipment		Many sockets are available, wifi is not fast enough 6.5 – 34.13 mbps
Signs, Symbols, and Artifact (SSA)	Style of decor		Clean industrial	
	Personal Artifact		Nothing significant	
	Signage		The signage is only visible on the front, quite good, the signage catch point is also good	
	etc		Toilet instructions are clear.	



Source: instagram.com/argosbali

Fig. 5. Argos coffee interior and exterior.



Source: instagram.com/argosbali

Fig. 6. Layout Argos coffee interior and exterior.

C. Argos Coffee

Argos Coffee is hidden gem behind the bustle of Jalan Imam Bonjol, Denpasar, next to The Ambengan Tenten apartment. This room with a capacity of 60 people feels spacious with a high ceiling. The collection of ornamental plants gives color to the room with an industrial concept combined with Scandinavian-style furniture. The airy circulation creates a calmer and more professional working atmosphere. Argos coffee interior and exterior can be seen in Figure 5.

Argos divides its space into three areas (see Figure 6), including the Coworking area (A), the Coffee Shop area (B,) and the service room (C). The coworking area blends in with the coffee shop, there is no special partition, dominated by portable furniture that accommodates individual or group activities.

Observing the character of visitors who spend time at this coffee shop, it seems that there are professionals, freelance workers, and students. The quiet ambience, the garden view which refreshes the eyes are its own advantages even though the wifi facilities are not as fast as the other two cafes. This may be in line with the tagline carried by this coffee shop, work life balance. Servicescape analysis of Argos Coffee can be seen in Table 4.

TABLE IV. SERVICESCAPE ANALYSIS OF ARGOS COFFEE

Element	Attribute	Description	
S E R V I S C A P E	Ambience Condition (AC)	Noise	51-67.3 dB
		Music	Soft music
		Odor	Smell the distinctive aroma of coffee
		Temperature	24°C
		Air Quality	The air quality is not supportive for the COVID-19 health protocol, because the main area is completely closed and full of air conditioning, there is no air ventilation. There is central air conditioning for artificial ventilation. It looks relieved and airy because of the high ceiling.
		Lighting	Natural lighting is good because it has wide windows with garden views. Artificial lighting is also sufficient for work activities, there is a combination of spot light and down light.
B I T N E R	Space, Layout, and Function (SLF)	Furnishing	Ergonomic furniture for work, there are back and arm rests.
		Layout	Relief circulation, according to health protocols. Motorcycle and car parking are available.
		Equipment	Many sockets are available, wifi is not fast 8.32 – 9.53 mbps
S i g n s, S y m b o l s, a n d A r t i f a c t (SSA)	Style of decor	Modern Industrial	
	Personal Artifact	Lots of accents in the form of artificial plants and real plants	
	Signage	Less visible, too small to read at >10 meters	
	etc	Toilet instructions are clear.	

V. FINDINGS AND DISCUSSION

From observations, the three coffee shops have the three required space areas in the Table 1. However, when the coworking function is added to the coffee shop framework, not all coworking activities can be accommodated in the three coffee shops, for example group meeting facilities that are private, only provided by Kopi Satu, and even then with a multifunctional space. The similarity between the three is the existence of a flexible space as a solution to limited space that accommodates two functions, namely the function of a coffee shop as well as coworking which must both run. This flexible space answers the main task of a coworking space as a place to work, socialize and collaborate.

In the process of modifying two spatial functions in one location, of course there will be primary and secondary functions, as is the case in this case study. These three coffee shops are certainly made with their own character, values, and positioning. Of course with the primary function as a coffee shop. The pandemic forced these three coffee shops to adapt to survive, one of which was by adding a secondary function, namely coworking.

Analyzing what these three coffee shops have done, including the provision of sockets that are neatly installed without damaging the aesthetics of the existing space, in every corner, wall or table in every 2 meter radius; provision of free Wi-Fi with sufficient speed for light work contexts (not using heavy applications or downloading and uploading heavy files), as well as the use of loose furniture that is easy to move and use individually or in combination for use in groups; is a form of adaptive creativity to accommodate coworking functions. However, because it started from a coffee shop format, there are things that must be compromised and adapted to the character of the coffee shop. For example, in Kopi Satu, the artificial lighting used is in the form of a hanging bulb with a warm yellow color, which of course does not support work activities – this might be possible because the owner wants the coworking function to only be carried out during the day, and at night the area can return to being a hangout area of coffee shop. There is a relationship between the time spent in the coffee shop and the cash flow generated from food orders per table. Visitors who come to hang out or drink coffee spend an average of one to three hours [20], it is certain that visitors who come for WFH will spend longer if they use the reference working hours of 9 to 5. Long stay time with food orders which is not much (assuming people who focus on work usually will not order food in large quantities), it could be a consideration for the owner of the coffee shop. If the type of lamp is changed according to the needs of coworking, of course there will be a change in ambience. It could be eliminating the homey and warm feeling that Kopi Satu has. Another case, for example, is the music in Tan Panama which uses a fast and vibrant beat, sounds loud but in fact it is still in the range of 65-75 dB which is safe to stimulate creativity. Very different from the type of music used in other coffee shops which tend to be slow music, logically work activities require a calm atmosphere, but does that happen to everyone? What if that's the kind of music that is needed by the audience, which is dominated by young people, to be able to focus on completing their tasks or work? Is Tan Panama's ambience will be the same when using slow music? In fact, although the three coffee shops modified their functions as coworking, the three coffee shops maintained their respective characters as a form of compromise to the adaptation that occurred.

VI. CONCLUSION

Based on observations of the servicescapes of the three coffee shops, it can simply be concluded that when the Coffee Shop is modified into coworking, then:

- There is **flexibility** in space zoning to accommodate coworking and coffee shop functions as a place to work, interact and collaborate.
- There is an **adaptability** in creating SLF (Space, Layout, Function) to accommodate coworking function
- There is an **originality** AC (Ambience Condition) and SSA (Signs, Symbols, and Artifact) which are maintained as the character of the coffee shop.

This study does not intend to compare the three because each has a different value. This research is only to examine the phenomenon of a coffee shop that modifies the function of its space into a coworking area through servicescape analysis, where all three have their own characteristics, advantages and disadvantages that form their own ambience. Further research is still needed to analyze each element of the servicescape and find out further whether the servicescape formed in each of these coffee shops has a correlation with the segmentation of visitors.

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