

Analysis of Place Attachment in Coffee Shop

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ABSTRACT

Place attachment is a state in which an individual feels attached to a place due to repeated positive attractions and interactions. The increasing existence of coffee shops is becoming a new lifestyle trend today. The ability of public spaces to attract the attention of visitors to be comfortable and at home can be seen from the attractiveness factor. The attraction factor consists of two categories, namely places and events. The category of places is described in the attractiveness of design and comfort, while the category of events is described in the activity. The purpose of this study was to determine the place attachments to coffee shops. The research method used is a mixed method with 100 questionnaires to coffee shop visitors and field observations. The research was analyzed using descriptive methods. The result shows that tables and chairs are interior elements that are the attraction of the design, the cozy and intimate atmosphere is a factor in visitor comfort, and the activities that are liked and often done in coffee shops are drinking coffee, socializing/hanging out, and studying/working.

Keywords: coffee shop, interior design, place attachment, public space, visitor activity

1. Introduction

The increasing lifestyle of the people is now influencing the change from traditional coffee shops to modern coffee shops [1]. Medan city also experienced a significant increase from 2013 to 2019, as can be seen from many shophouses in every corner of the city [1], it can be seen from many shophouses in every corner of Medan City. The existence of new functions in the coffee shop creates a phenomenon where the owner must provide a space that can accommodate the activities of visitors who come. Visitors to the coffee shop come not only aim to enjoy coffee but also to enjoy the atmosphere created and felt at the coffee shop. A positive impression is an important factor for visitors who, consciously or unconsciously, can create an attachment to the place for visitors. The existence of attraction factors is a determining factor for place attachment and the success of a place in meeting the criteria for public space [2].

The rise of the existence of coffee shops became a new phenomenon and formed a new lifestyle for today's society. A coffee shop with a good design will attract visitors to come many times to the place. Designers and researchers can apply aspects of attractiveness to the coffee shop, thus creating a space attachment for visitors. Therefore, this research aims to analyze the place attachment to coffee shops. Coffee shops, which are companies that typically sell specialty coffee drinks along with a variety of food and beverages products for consumption, either dine-in or takeaway, have witnessed tremendous growth in both their volumes and revenues [3]. The development of coffee shops in Indonesia is very rapid. Lifestyle and food enthusiasts have

seen an increase in coffee shop trends starting from 2014. For this reason, the application of design psychology will affect the efficiency of space for its users [4].

The coffee shop is not only a place to drink coffee but also a place to gather and relax. For this reason, there are several references to the functions and activities of the coffee shop. There are six functions and activities in the coffee shop, namely as a place to drink coffee, socialize/hang out, study/work, meetings, and party/celebrations. Place attachment is a definition of emotional attachment to a certain place through positive interactions that repeat over time [5]. Place attachment can also be interpreted as the result of complex emotions of individuals who have unique experiences and form an identity that orients themselves with the environment [6]. Therefore, place attachment means a condition in which the individual feels emotionally attached to a place through a good impression in a repetitive time. The presence of attraction factors will affect human feelings and mood where the attraction factors became the focus of the study to see the place attachment to a place.

The attraction factor is the ability of public spaces to attract the attention of visitors to create an ideal public space [2]. The existence of an attractiveness factor makes visitors consciously and unconsciously feel bound, remember and will come back again, which is a psychological response of a human to their environment. The memory of visitors is created from a pleasant atmosphere and facilities so that visitors can spend a long time. Attraction factors can be seen in two categories, namely places and events [7]. The category of places is described by aspects of design attractiveness and comfort, while event categories are explained by aspects of the activity. In this study, interior design became the focus on the attractiveness aspects of the design. The elements that make up the interior space in several elements of the three-dimensional (3D) plane that form a room, namely floors, walls, ceilings, various openings, and furniture [8]. First, apart from being a space cover, the floor can also form different psychological characteristics, such as the use of materials. Granite, marble, ceramics, and plaster materials will form a cold atmosphere, while wood materials will form a warmer atmosphere.

Second, the choice of colors on the walls can affect the mood of a person who sees them because each color has a different meaning and influence. The texture on the walls is also able to provide aesthetic value to a room. Textured walls are considered more unique and attractive than plain walls. In addition, walls can add aesthetic value to a room from ornaments or objects on display. Third, the combination of ceiling shape and attractive interior design will create a room that looks more impressive and stunning. The material on the ceiling also affects the atmosphere and comfort of a residential house. Fourth, openings can be divided into two parts, namely doors and windows. The use of glass, mirrors, and so on in the openings will give a beautiful, modern, spacious, and bright atmosphere because glass can reflect light.

Fifth, the existence of furniture supports interior function itself. Properly arranged furniture will express an attractive interior. Various forms of furniture can provide an individual's perception of feeling the atmosphere. Customer satisfaction will be obtained, one of which is with optimal service through a comfortable atmosphere [9]. A café can have different images of atmospheres. The description of these atmospheres is divided into 7 atmospheres, namely luxurious, comfortable, cheerful, clean, elegant, familiar, and exotic [10].

The relationship between human behaviour and the environment is related to the architecture of behaviour, where the existence of human behaviour in a space can determine the shape of a design [11]. Public space can influence human behaviour where space must be able to fulfil a variety of different activities in it.

2. Method

The type of research used in this study is a descriptive approach with a mixed method. Qualitative data is obtained by making direct observations, and quantitative data is obtained by distributing 100 questionnaires to coffee shop visitors determined with the Slovin formula. The object of the study is a coffee shop located in Medan city. The determination of the object of study is limited to the following criteria: (1) located in Medan City; (2) is a coffee shop; (3) has been operating for at least one year; and (4) is a building of its own and is

not in a public building, such as a mall, hotel, and so on. Based on these criteria, the coffee shop that will be studied is a coffee shop in Medan City, namely Makecents Coffee Space. Then, the research variable is aspects of place attachment based on attraction factors consisting of design attractiveness, comfort, and activities.

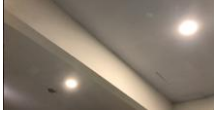
3. Result and Discussion

3.1 Design Attractiveness

The attractiveness can be felt through the existence of a design, both interior and exterior. Interior design, which is the focus of this research, is related to the elements that make up the interior space, namely floors, walls, ceilings, openings, and furniture (Table 1).

Table 1. Questionnaire result for design attractiveness

Variable	Indicator	Parameter	Result (%)
Design attractiveness	Floors	Brown stone patterned floor with a rough texture	45
			
		Brown wood/vinyl flooring with a smooth texture	19
			
		Cement and stone	36
			
	Walls	Smooth textured white walls with many ornaments and shelves	28
			
		Smooth textured white walls with lots of ornaments	26
			
		Smooth textured white walls with many openings	29
			
		Smooth textured white walls without ornaments	17
			

Variable	Indicator	Parameter	Result (%)
	Ceilings	Option 1	40
			
		Option 2	32
			
		Option 3	28
			
Openings	Doors	2 leaf doors with 2-way materialized transparent glass	73
			
		1 leaf door with 2-way materialized transparent glass	27
			
	Windows	Large dead windows	55
			
Furniture	Tables and Chairs	Large and high windows	45
			
		Option 1	22
			
		Option 2	17
			
		Option 3	3
			

Variable	Indicator	Parameter	Result (%)
	Option 4		8
	Option 5		21
	Option 6		11
	Option 7		18
	Shelf		
	Hanging racks containing analog camera films		69
	Hanging shelves filled with glasses and award certificates		31

As shown in Table 1, it can be concluded that floors with brownstone patterns are the most attractive floors, where this floor with ceramic material and stone pattern forms a cold but natural atmosphere [8]. Smooth textured white walls with many openings are the most attractive walls, and the presence of ornaments on the walls can also add to the aesthetic value of the walls [12]. White concrete ceilings with wooden ornaments arranged in a row are the most attractive ceilings, because the material on the ceiling also influences the atmosphere of a room [13]. The concrete ceiling with a plain white paint finish gives a spacious and clean impression, coupled with the presence of wooden ornaments that provide an attractive view for visitors. For openings, two-leaf doors with 2-way transparent glass material are the most attractive doors. This two-leaf door with two directions has a width of ± 160 cm, making it easier for visitors to enter and exit while reducing the risk of collision. Meanwhile, large dead windows are the most attractive windows, as the windows at the front of this coffee shop are equipped with tables and chairs facing the window, providing an interesting experience for visitors. Tables and chairs, especially one long table equipped with several plugs in the middle and 12 chairs made of wood material, are the most attractive furniture elements, as this furniture has minimalist details that give a clean impression and make the space feel freer [14]. In addition, hanging racks containing

analog camera films are the most attractive shelves, as this furniture has become iconic, and the arrangement of camera films that is not crowded does not create a cramped or messy impression on the shelf.

Furthermore, the design attractiveness based on interior elements will be sorted from the most attractive to the least attractive by design according to visitors to Makecents Coffee & Space. Overall, furniture elements in the form of tables and chairs are the elements that attract the most attention of visitors with a percentage of 30%, and elements that have the least design attractiveness are ceiling elements with a percentage of 0% (Table 2).

Table 2. Coffee shop interior elements' ranking

Rank	Elements	Result (%)
1	Tables and chairs	30
2	Walls	21
3	Shelf	18
4	Doors	11
5	Windows	11
6	Floors	9
7	Ceilings	0

3.2 Comfort

In measuring the place attachment based on the aspect of comfort, it can be seen from the atmosphere consisting of luxury, cozy, cheerful, clean, elegant, familiar, and exotic. In Makecents Coffee & Space, the atmosphere is judged based on each area; the 1st-floor area is divided into three areas, namely indoor areas, semi-outdoor areas, outdoor areas, and the 2nd-floor (Table 3).

Table 3. Questionnaire result for comfort

Variable	Area	Indicator	Results (%)
Comfort	1st-Floor: Indoor	Luxury	3
		Cozy	37
		Cheerful	9
		Clean	18
		Elegant	2
		Intimate	31
		Exotic	0
	1st-Floor: Semi-Outdoor	Luxury	9
		Cozy	20
		Cheerful	19
		Clean	8
		Elegant	9
		Intimate	25
		Exotic	8
	1st-Floor: Outdoor	Luxury	0
		Cozy	25
		Cheerful	28
		Clean	14
		Elegant	0
		Intimate	33
		Exotic	0
	2nd-Floor	Luxury	3
		Cozy	29
		Cheerful	9
		Clean	21

Variable	Area	Indicator	Results (%)
		Elegant	9
		Intimate	28
		Exotic	1

As shown in Table 3, it can be concluded that most visitors feel a cozy atmosphere on the 1st-floor indoor area and the 2nd-floor area. This condition is supported by a casual or non-formal atmosphere, the use of inexpensive and simple materials, and warm yellow lighting [10]. Meanwhile, most visitors feel an intimate atmosphere on the 1st-floor semi-outdoor area and the 1st-floor outdoor area. This intimate atmosphere is supported by a non-formal spatial setting, the arrangement of tables and chairs that are not too close to each other, the use of simple materials, and sufficiently bright lighting [10].

3.3 Activities

In measuring the entanglement of the place based on aspects of activities, it can be seen from the activities of visitors who come to the coffee shop, namely drinking coffee, socializing/hanging out, studying/working, meetings, and parties/celebrations. These activities are seen from each area in Makecents Coffee & Space, namely the 1st-floor area, which is divided into three areas, namely indoor areas, semi-outdoor areas, outdoor areas, and the 2nd-floor area (Table 4).

Table 4. Questionnaire result for activities

Variable	Area	Indicator	Result (%)
Activities	1st-Floor: Indoor	Drink coffee	27
		Socializing/hang out	17
		Study/Work	46
		Discussion	9
		Celebratory place	1
	1st-Floor: Semi-Outdoor	Drink coffee	44
		Socializing/hang out	42
		Study/Work	4
		Discussion	10
		Celebratory place	0
	1st-Floor: Outdoor	Drink coffee	33
		Socializing/hang out	39
		Study/Work	18
		Discussion	8
		Celebratory place	2
	2nd-Floor	Drink coffee	31
		Socializing/hang out	25
		Study/Work	27
		Discussion	14
		Celebratory place	3

As shown in Table 4, it can be concluded that most visitors prefer study/work activities in the 1st-floor indoor area, where they tend to spend more time, especially at the long table with 12 chairs. This facility is considered very influential in encouraging young people to sit and stay in a café [15]. In the 1st-floor semi-outdoor area and on the 2nd-floor area, most visitors prefer drinking coffee activities because both areas are calm and not crowded. Meanwhile, most visitors prefer socializing or hanging out in the 1st-floor outdoor area, as modern lifestyles have created new habits such as hanging out [1]. The intimate atmosphere in this area creates a sense of comfort that encourages visitors to stay longer in the coffee shop.

4. Conclusion

Based on the results and analysis of Makecents Coffee & Space, it can be concluded that attraction factors are perceived as supporting elements of visitors' place attachment to the coffee shop. The most attractive interior element for visitors is the tables and chairs. The use of wood material in the tables and chairs creates a warm atmosphere, while the arrangement of furniture with sufficient distance between seating areas allows visitors to move more freely and feel more comfortable when carrying out activities in the space. The atmosphere that provides the highest level of comfort for visitors is the cozy atmosphere. This atmosphere is supported by the use of simple and inexpensive materials, especially wood, a non-formal and casual spatial character, sufficiently bright warm lighting, and the arrangement of tables that are not too close to each other. These conditions create a comfortable environment that supports visitors in spending time and conducting various activities in the coffee shop. The activities most preferred by visitors are drinking coffee, socializing or hanging out, and studying or working. The cozy atmosphere creates a sense of being at home for visitors, while the presence of attractive and fairly complete interior elements strengthens their comfort in using the space. Therefore, the combination of design attractiveness, comfort, and activity support contributes to the formation of a positive visitor experience and may encourage repeated visits to the coffee shop.

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6. Conflict of Interest

The authors declare that there is no conflict of interest regarding the publication of this manuscript. The research was conducted objectively, and no personal, financial, or institutional interests influenced the results, analysis, or conclusions of the study

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