

UDC 332

STUDY OF INTERIOR DESIGN FOR A RESTAURANT IN A SHOPPING CENTER FOR THE NEW NORMAL ERA: CASE OF MANADO TOWN SQUARE MALL

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ABSTRACT

The phenomenon of the Covid-19 pandemic affects various fields, one of which is the field of architecture where the concept of architectural design must adapt to a new life order that pays great attention to health protocols. Shopping centers where one of the dominant groups of tenants is a restaurant, must adjust the design of the space in it in order to attract visitors to keep coming in the New Normal era. This study was conducted to examine the atmosphere of the indoor shop in the restaurant in the Manado development center that can maintain visitor interest in the New Normal era during the Covid-19 virus pandemic. The approach used to solve research problems is a rationalistic approach. The main theory used is the Environmental Attribute Theory from Gerald D. Weisman (1981). The analysis technique for object-specific uses statistical quantitative analysis techniques that analyze the mean. The results of the study are expected to describe the factors of the store atmosphere in the interior of the restaurant in the center of Manado Town Square which can maintain visitor interest during the New Normal period due to the impact of the Covid-19 pandemic.

KEY WORDS

Pandemic, store atmosphere, indoor space, restaurant.

A shopping center is a group of retail and other commercial business locations that are planned, developed, owned and managed as a single property (Tong Kok Wing, 2005, p. 4).

Shopping centers are one of the commercial objects whose operations have been severely disrupted by the Covid-19 pandemic. After being allowed to reopen by the government, the number of visitors to shopping centers is very less because there is still public fear of the spread of the Covid-19 virus. Various efforts have been made by shopping center managers to attract visitors to come shopping at the shopping center. The main effort is to implement strict health protocols when operating shopping centers. Among them by implementing restrictions on the number of visitors and physical distance. The impact of this application is a change in the store atmosphere of a shopping center as a whole and partially on existing tenants. The change in the store atmosphere that was very noticeable was in the restaurant tenants, with the limitation of the number of visitors and the physical distance, the layout of the sitting area was made adjustments. These adjustments indirectly create a new and different store atmosphere from the store atmosphere created before the Covid-19 pandemic. Along with the adjustments made by visitors who come to the shopping center is increasing.

Manado Town Square is a shopping center in the city of Manado which has been operating again in the New Normal era with a significant increase in the number of visitors. Of the various types of existing tenants. Tenant restaurant is one of the favorite destinations of visitors who come to Manado Town Square. Tenant restaurants in Manado Town Square have adjusted their interior area according to the health protocol set by the government. So there has also been a change in the store atmosphere from the inside space.

This phenomenon is interesting to study further related to store atmosphere factors as a trigger for restaurant visitors' interest to come to hold transactions at shopping centers in the New Normal era.

METHODS OF RESEARCH

Research Approach

The approach used to solve research problems is a rationalistic approach. The main theory used is the Environmental Attribute Theory from Gerald D. Weisman (1981) and the Store Atmosphere Dimension Theory from Mary Jo Bitner (1992) which is used as a basis for exploring the space atmosphere in the research case object to obtain: the relationship between space atmosphere and visitor behavior in the form of the attitude of the visitor's interest in the atmosphere of the space in the object of the research case. Then formulated in the theoretical basis and described into the variables used in the study, namely:

Table 1 – Store Atmosphere variables used in the study

Dimensions	Variables	Indicator
Ambient Condition	- Temperature - Noise	- Room temperature conditions - Room noise conditions
Physical Condition	- Layout - Material - Color - Furniture - Room area	- Room layout Use of building materials Use of color - Type and laying - Width and length of space
Symbol	- Storefront Retail - Point of Purchase	- Desain storefront - Display product

Source: Analysis, 2021.

Table 2 – Variable environmental attributes that affect interest and satisfaction visitors

Influence Variables	Affected Variables
Convenience	Interest in the atmosphere of a comfortable and pleasant space
Privacy	Easy to get privacy
Troubled	Ease of doing activities
Accessibility	Easy to find the product you need
Sociality	Ease of interacting with servers and products

Source: Analysis, 2021.

Data Collection

These variables are arranged into several questions with the aim of: (1) to determine the attitude of visitors in the form of an assessment of the dimensions of the atmosphere of the space formed in the space that is the object of research, (2) to find out the things that affect visitor interest and satisfaction and response visitors to the atmosphere of space that is formed in the space used as the object of research.

The questionnaire used used a Likert scale technique. Questionnaires that have been compiled and have been tested for validity and reliability tests.

Determination of the sample using purposive sampling technique and respondents are limited to female visitors aged 15 years and over, with the assumption that female visitors aged 15 years and over are the most dominant visitors and who determine the decision to shop. And in selecting the sample using convenience sampling technique, which is choosing a sample based on the ease of finding or the availability of population members who happen to be at the location of the questionnaire distribution.

Data Analysis

Data analysis of visitor attitudes was carried out using the Microsoft Excel program to see the ratings of consumers' ratings of each factor, both aspects of the atmosphere created and the factors that formed the store atmosphere.

RESULTS AND DISCUSSION

Ambient condition is related to the characteristics that become the background of the environment in the space under study, in this case temperature and noise.

Room temperature is part of the touch of the atmosphere of the room, if the room is too cold or too hot then visitors will not feel at home for long. Setting the temperature at the research site to condition a comfortable room temperature, which is between 130 – 210 C, using central air conditioning. The consequence of the central air conditioner is that the temperature cannot be adjusted according to the number of visitors. The results of observations at the research site and the results of a questionnaire with an average rating of 3.01 (agree) indicate that visitors are quite comfortable with the existing room temperature conditions.

The main source of noise comes from the exhibition hall area which is often used to hold events with strong loudspeakers, be it live music or announcements.

The physical condition of the atmosphere of a space is related to the characteristics of its physical environment which is formed based on the following factors:

Convenience concerns the access and speed of visitors to get the desired seat without wasting time and energy because of the wide and clear circulation pattern between incoming and outgoing visitors. This result is corroborated by data on the average number of daily visitors in the form of the diagram below.

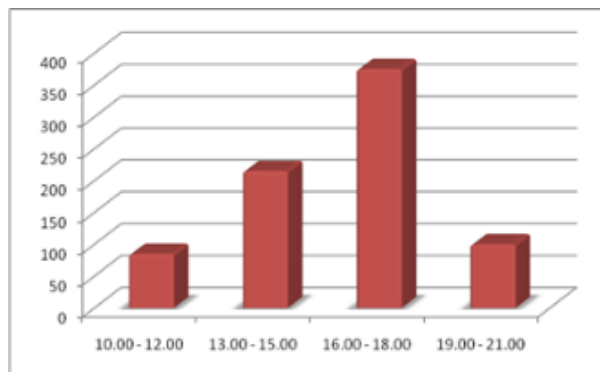


Figure 1 – Daily Visitor Data (Source: Observation, 2021)

Based on the diagram above, it can be seen that the average number of daily visitors increases from the opening hours of the mall and reaches its peak at 16.00 – 18.00.

The use of building materials, namely coverings on floors, walls and ceilings that are appropriate and have special specifications will affect the feelings and interest of visitors in a space.

In general, the use of materials indicatively shows novelty, both in terms of the type of material as well as its form and embodiment in space because it uses good quality and an aesthetic approach that shows the characteristics of a functional modern form.

The use of reflective materials, such as shiny stainless steel, glossy surface granite on floors and ceilings that combines glossy painted gypsum material with attractive lighting. Columns and walls (including windows and doors), horizontal elements on the floor and ceiling (ceiling) and the furniture in them detonatively show their respective functions as components of space. This can be clearly seen in some of the documentation images from the observations below.



Figure 3 – General Use of Building Materials on Floors, Walls and Restaurant Ceiling (Source: Observation, 2021)

The categorization of the use of color at the Manado Town Square Mall restaurant in an effort to create a space atmosphere that attracts the attention of visitors will affect the visitor's feelings towards the atmosphere of the room and the ability to attract visitors based on the function and character of each color.

The type and placement of furniture is simple in shape so as to provide convenience for visitors, light so that it is easy to move and small for space efficiency and is placed at a standard distance according to the health protocol that has been set.



Figure 4 – Types and Laying of Furniture (Source: Observation, 2010)

Efforts to give a broad impression are through spatial planning that applies physical distancing according to established health protocols as well as simple, neat decorations and shopfront designs without permanent space barriers.

The results of the calculation to determine the average attitude of the visitor's assessment of all factors forming the store atmosphere at the restaurant at Manado Town Square Mall can be seen in Table 3 below.

Table 3 – Assessment of Store Atmosphere Forming Factors

Factor	Average
1. Room Temperature Condition	3,01
2. Room Noise Condition	2,04
3. Room Layout	3,02
4. Use of Building Materials	2,10
5. Use of Color	2,03
6. Types and Laying of Furniture	3,17
7. Width of circulation corridor	3,04
8. Storefront Design	2,15
9. Product Display	2,14

The results of the calculation show that four of the nine factors that make up the store atmosphere get a good rating from visitors, which is above the value of 3 (agree) with the best rating order, namely the type and placement of furniture, the width of the circulation corridor, the layout of the indoor space, and the condition of the room temperature.

The results of the calculation of the average visitor interest in the store atmosphere in the interior of the Manado Town Square Mall restaurant can be seen in the table 4.

Table 4 – Visitors' Interest in Store Atmosphere

Factor	Average
1. Space Comfort	3,09
2. Ease of getting privacy	3,99
3. Ease of doing activities	3,02
4. Easy to find products	2,07
5. Ease of interacting with waiters and products on display	2,05

From Table 4, it can be seen that the store atmosphere factor that most influences the level of visitor interest is the ease of getting privacy because the highest average value is 3.99.

The order of factors that tend to influence visitor interest is: ease of getting privacy; space comfort; ease of doing activities; ease of getting the product; ease of interacting with waiters and products on display.

CONCLUSION

The New Normal era changed the behavior of visitors to the Manado Town Square shopping center in general, and specifically for visitors to tenant restaurants. Changes in the behavior of interest in the store atmosphere factors in the restaurant in Manado Town Square can be concluded as follows:

- Ease of getting privacy is the most dominant factor influencing visitor interest, then followed by the factor of space comfort, ease of doing activities.
- The type and placement of furniture and the area of space circulation are the factors that have the most dominant relationship with visitors' interest in the comfort of the space that is formed in the atmosphere of the space in the Manado Town Square shopping center restaurant.

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