

# Exploring Outdoor Space Experience: A Study of Kopi Nako Café

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## Abstract

Enjoying outdoor café spaces extends beyond furniture to include all design elements that influence visitors' comfort and experience. Kopi Nako Café in Lampung has an outdoor café concept that gives a tropical feel to the outside space of the café, which can be felt directly by visitors. The purpose of this research is to find out how the outdoor space experience at Kopi Nako Café Lampung can be felt in fulfilling the comfort of movement and the atmosphere of the built space. The research was designed using qualitative methods with field observation methods. From the findings, the outdoor area of Kopi Nako Café provides an outdoor space experience to visitors through the volume of space, through movement, seeing shapes, hearing sounds, feeling the wind, and so on. Kopi Nako Café offers attractive atmospheres and added value to visitors. The importance of the role of Kopi Nako Café's outdoor space as a whole can be said to be the main factor contributing to the attractiveness of the café and the brand image of the café. The unique design and conceptualized details create a strong visual identity and distinguish it from other cafés.

**Keywords:** *café ambiance; café design; Kopi Nako Café; outdoor space experience; space concept; visitor comfort*

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## Introduction

Café plays a role as a supporter of lifestyle and social activities. The café culture is growing. It is no longer just a place to enjoy a cup of coffee, but visitors can use café facilities to carry out various activities such as work, study, and discussion. The increasing number of cafés in Lampung has made retail business players in the culinary field in the form of cafés compete to develop their businesses in various ways to attract consumer interest. One of them is by highlighting the uniqueness of the café in terms of concepts, services, and facilities (Sholihah, 2020). A café is a place to relax and eat (Satria et al., 2021). Cafés offer a different atmosphere with a unique interior design to attract visitors. The atmosphere of the café greatly influences the consumer's desire to return to the café (Sabila & Setiawan, 2021). Currently, the existence of cafés is very much loved by people of teenage and productive age to be able to socialize and do tasks (Giri, 2022).

Enjoying outdoor space in a café is not limited to the existing furniture. However, it includes all elements, ranging from garden landscapes, views, attractive decorations, to architectural designs that affect the way visitors feel and enjoy the atmosphere of a comfortable space. Outdoor space can be an attraction in itself if it is able to set the surrounding atmosphere. This experience can play an important role in attracting consumers to visit a café supported by quality services that will affect visitor activities and create customer satisfaction (Arifin, 2019). The experience of space will occur through a sensory screening process that is felt (Nofantoro & Yudhanta, 2020).

One of the cafés in Bandar Lampung City, which has advantages and characteristics in terms of an attractive space concept, is Kopi Nako Café. Kopi Nako Café emphasizes the concept of an outdoor café so that it gives a real tropical feel. The tropical concept is a style inspired by the natural beauty of the tropics by incorporating elements typical of tropical environments, such as open floors, natural ventilation, and warm lighting to add comfort and create a refreshing atmosphere. The atmosphere at Kopi Nako Café tends to have a calming feel that can be felt through simple color combinations, plant choices, and furniture arrangements, as well as a natural atmosphere that can be felt directly by visitors.

Most visitors choose a café based on the atmosphere that reflects their emotions and goals. Visitors who come to work, study, or gather for social interaction all aim to find a different atmosphere to calm their minds from boredom. A large outdoor area, a cool atmosphere thanks to the use of trees as shade, and the dishes served can create a certain spatial experience for visitors (Rinanto & Romadhona, 2023).

Cafés have evolved from mere establishments for the consumption of food and beverages to multifunctional spaces that facilitate a variety of activities, including work, study, discussion, and socialization. This transformation aligns with the increasing proliferation of cafés in Lampung, as these establishments compete to offer distinctive concepts to appeal to consumers. A significant factor contributing to this appeal is the outdoor space experience, which encompasses garden landscapes, architectural design, furniture layout, and decorative elements that foster comfort and a refreshing atmosphere. Kopi Nako Café offers a compelling illustration of this approach, implementing a tropical outdoor space concept that fosters a natural ambience through the integration of elements such as natural ventilation, warm lighting, greenery, and a design that evokes a serene and restorative atmosphere. The objective of this research is to elucidate how the outdoor space design at Kopi Nako Café not only fosters visitors' comfort in carrying out activities such as work, study, or socialization, but also how the tropical atmosphere offered is able to engender a profound sensory experience and enhance customer satisfaction. The present study draws upon theories regarding the influence of atmosphere on visitor behavior (Putrawan & Widyoputro, 2023), tropical concepts in space design, and sensory experiences in space (Wahid Aldi Rinanto, 2023) to contribute to the development of café design concepts that are not only visually appealing, but also enrich the emotional experience and overall comfort of visitors.

## Literature Review

### Definition of Café

According to (Tondang et al., 2023) café is a business in the culinary field that provides a comprehensive and friendly level of service to consumers. In addition, the café also provides many benefits for its visitors, such as being a place to relieve boredom and fatigue and create a peaceful and vibrant atmosphere for consumers (Susanto & Darmayanti, 2024).

A coffee shop or café is a public space that provides coffee-making and snacks. However, along with the development, the concept of café is growing, by serving drinks such as tea, hot chocolate, and soft drinks, as well as a variety of foods ranging from breakfast to dessert (Putri & Pangestu, 2023).

### Theoretical Framework

Café serves as social and recreational spaces that offer not only food and beverages but also an experience shaped by their spatial design. Outdoor spaces in cafés enhance user engagement, contribute to urban vibrancy, and provide an extension of the indoor atmosphere.

Emphasizing *Space and Place* by Tuan (1977), the transition of space to place through human perception and interaction. Outdoor café spaces become 'places' when they create a sense of belonging and attachment, fostering meaningful experiences for users.

The atmosphere of the room affects the emotional state of visitors, which in turn causes or influences purchases. The emotional state will cause two main feelings, namely feelings of joy and feelings of arousal (Stefhanie et al., 2021). The exterior design of the building includes the exterior layout of the café, including the design of the exterior sign, the location of the entrance, the appearance of the building when viewed from the outside, and the exterior lighting system outside. Exterior features have a strong influence on the image of a coffee shop, so it needs to be planned properly. The combination of this exterior can make the exterior of the café look unique, attractive, stand out, and invite people to enter the café (Meldarianda & S, 2010).

According to Oktavia (2020), several factors that will influence consumer visits are space, price, and menu variations. The atmosphere of a coffee shop is one of the factors that can influence consumer interest in visiting. Coffee shops that provide a comfortable and pleasant spatial atmosphere can increase consumer interest in visiting. Coffee shops should be a suitable place for consumers to carry out activities, be it to meet, chat lightly, or even relax and forget all the noise that occurs. Atmosphere is a sensory and emotional experience shaped by spatial and material conditions (Böhme, 1993). Outdoor café spaces influence mood through elements such as light, texture, vegetation, and furniture arrangement. Gibson's affordance theory explains how environmental features invite certain behaviors. Seating arrangements, greenery, shading, and spatial organization in café outdoor areas afford different types of socialization and relaxation (Gibson, 2014).

With the elements in a space, humans will interact with the space. Space is more than just a physical dimension; space includes elements such as light, color, texture, and sound that can affect the overall experience (Alwi et al., 2024). It explains that every human can see various shapes, hear sounds, and feel the sensation of various elements through the volume of space. It includes feeling the breeze, the warm sunlight, and smelling the fragrance of flowers in bloom (Sari et al., 2023).

The outdoor experience has its appeal by expressing a deep connection with nature and providing a sense of freedom and visual beauty. Open spaces create opportunities to explore the surroundings with fresh, invigorating air and energizing sunlight. From the rustle of leaves to the fragrant scent of flowers, an outdoor experience can awaken all five senses and provide a sensory experience (Barkah et al., 2021).

Oldenburg's concept of 'third places' (Oldenburg, 1989) describes informal public gathering spaces that facilitate social interaction beyond home (first place) and work (second place). Cafés and well-designed outdoor spaces act as third places that encourage community engagement and relaxation.

## Key Elements of Outdoor Café Spaces

Efforts in creating a spatial pattern in a quality café can refer to spatial planning, in organizing the area to create conditions that support and ensure comfort for space users (Saksono & Azizah, 2024). The layout of furniture is one of the arrangements that serves to provide comfort and control the movement of circulation. The circulation movement pattern can be determined from the structural grouping of organizations to ensure the smooth circulation of visitors, employees, and goods (Habiburrahim & Priyatmono, 2023). Outdoor seating layout determines interaction levels, privacy, and movement. Studies suggest that flexible seating arrangements enhance adaptability to different user needs (Gehl, 1987). The presence of plants and trees in outdoor spaces enhances aesthetic appeal, improves air quality, and contributes to psychological well-being (Kaplan & Kaplan, 1989). Greenery creates a natural buffer between urban noise and café ambiance. Natural light and artificial lighting design impact the overall experience. Adequate shading, pergolas, and misting systems contribute to thermal comfort, making the space usable across different weather conditions (de Dear & Brager, 1998). Material choice affects sensory experience; textures, flooring, and surface finishes influence tactile perception and user comfort (Pallasmaa, 2005). Warm and natural materials like wood, concrete, and stone enhance the welcoming nature of outdoor spaces. Soundscape plays a role in the ambiance of outdoor cafés. The presence of water features, soft background music, or buffered noise from traffic contributes to a pleasant experience (Schafer, 1993).

## Methodology

### Research Approach

This study employs a qualitative research method with a field observation approach. The research data is descriptive, consisting of narratives, stories, informant statements, and visual documentation such as photographs and personal notes (Sholihan, 2022). The use of descriptive qualitative research methods allows for an in-depth exploration of the conditions,

situations, and phenomena of social reality in the studied community. The author actively participates in observing, experiencing, and interpreting the outdoor space atmosphere created by Kopi Nako Café Lampung.

### Research Location

This research was conducted at Kopi Nako Café Lampung, which is strategically located not far from the city center, namely located on Jl. Sultan Agung, Labuhan Ratu, Kec. Kedaton, Bandar Lampung City, Lampung, is close to shopping centers and large campus environments such as Lampung University, Bandar Lampung University, Technokrat University, and other large campuses. One of the new cafés, which is the 37<sup>th</sup> branch established since March 8, 2023, in Lampung, especially in Bandar Lampung City. Built on an area of 1,600 m<sup>2</sup>, with an area divided into two. Each area has an area of 800 m<sup>2</sup>, which functions as a seat, and the establishment of 2 building periods, and the remaining 800 m<sup>2</sup> is used as a vehicle parking area. Kopi Nako Café has succeeded in captivating the hearts of consumers in the city of Bandar Lampung with its outdoor and “Instagrammable” café concept.

### Data Collection Methods

To understand the outdoor space experience, a combination of primary and secondary data collection methods was employed. Observations were conducted at two different times of the day – daytime and evening – to capture variations in user experience, environmental conditions, and social interactions. Behavioral mapping was used to systematically document visitor movement patterns, seating preferences, activity engagement, and interaction with outdoor elements. The author also uses primary data collection methods obtained from literature studies in order to obtain in-depth information related to the outdoor space experience: space concept, visitors' behavior, environmental factors and sensory experience.

### Data Analysis Method

The data analysis process is essentially carried out simultaneously with the data collection process. The author uses an interleaved data analysis model. This process is an analytical process that has three main elements, namely data reduction, data presentation, and conclusion drawing. Next is the presentation of data. From the data obtained, the author tries to describe the data in the form of stories that are arranged logically and systematically so that they can be understood. Moreover, the last is the conclusion drawing (Sholihan, Ayu, 2022) and interpretation of how spatial design elements contribute to the experiential quality of outdoor café environments, particularly in the context of Kopi Nako Café.

## Result and Discussion

### Space Concept

Kopi Nako Lampung offers an interesting concept in its building design. The distinctive concept of Kopi Nako Café is urban sustainable design with a touch of tropical architecture. The two-storey building is surrounded by a large area divided into three zones: indoor, semi-outdoor, and outdoor spaces.

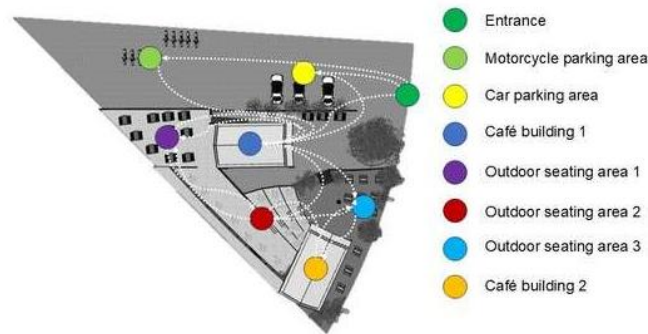


**Figure 1.** Exterior of Nako Coffee

source: Author

## Behavioral Mapping Analysis

From Figure 2, the entrance is marked dark green, leading visitors to both the motorcycle and car parking areas before accessing the café. Café building 1 (dark blue) is centrally located and acts as a hub connecting different outdoor seating areas. The paths indicated preferred movement towards the café first, followed by dispersion towards outdoor seating areas. Outdoor seating areas (purple, red, and light blue) are positioned around the café, encouraging diverse movement patterns depending on seating preferences.



**Figure 2.** Pedestrian flow from the entrance to the seating areas

Source: Author

The dotted path indicated the primary pedestrian circulation routes. The intersection near Café Building 1 appears to be a major congestion point as multiple paths converge there. Another possible congestion point is near the entrance and parking areas, where visitors transition from vehicles to pedestrian paths. Outdoor seating areas have distinct access points, but outdoor seating area 2 (red) might experience higher foot traffic due to its proximity to the café and central pathways. Lighting and temperature variations significantly impact movement patterns, with potential shifts in seating preferences between day and night.

## Environmental Factors and Sensory Experience

About 70% of the Kopi Nako Café area is open space with various greening trees scattered in the outdoor area. 2 types of trees dominate, namely Brazilian Pakis and Ketapang Kencana trees. Both types of trees function as plants that are designed to form harmony with the surrounding nature to provide a shady and calm effect on the outdoor area of Kopi Nako Café, where most visitors are in the outdoor area. There are also ornamental plants such as Cactus, Janda Bolong, and vines that creep along the entrance fence of Kopi Nako Café. This plant serves as a complement to the application of color elements that are carried in the outdoor space. In addition to ornamental plants as a complement, and two shade plants that dominate the outdoor area. In the outside area of the café, there is also a tree that already exists.

On the site, and is maintained from the beginning of the design the construction of Kopi Nako Café, namely a large Kapok Tree which has been designed into a seating area equipped with a fountain pool. The existence of this tree is indirectly a point of interest of the building mass of Kopi Nako Café.



**Figure 3.** Ketapang Kencana tree

Source: Author



**Figure 4.** Brazilian Fern Tree  
Source: Author



**Figure 5.** Kapok Randu Tree  
Source: Author

The presence of plants or trees significantly enhances the aesthetic appeal, provides a natural cooling effect, and contributes to visitors' psychological well-being. The presence of greenery serves as a natural buffer against urban noise, creating a more relaxed and inviting café ambiance.

The atmosphere of Kopi Nako Café in the afternoon looks crowded, different from the morning and afternoon. The crowd of visitors in the afternoon before night is because this time is the time to take a break from all activities, such as office and school work. At night, the atmosphere of Kopi Nako Café changes with artistic lighting from the lights in the outdoor area, creating a warm and romantic atmosphere that is different from the atmosphere during the day.

Kopi Nako Café in the morning and afternoon has the impression of freshness, openness, and various activities carried out by visitors. This can be felt when entering the outdoor area and sitting while enjoying the food that has been served under the Brazilian Pakis and Ketapang Kencana trees that reduce the sunlight shining on the outdoor area of Kopi Nako Café, this atmosphere creates a bright and refreshing atmosphere, providing an ideal atmosphere for casual gatherings and activities in the sun, such as reading, discussing, or doing work using a laptop. The bright and open atmosphere creates a cozy ambience and stimulates a calm mind. Visitors can enjoy the green and beautiful scenery, creating a feeling of tranquility and coolness amidst the hustle and bustle of the city.



**Figure 6.** Outdoor - Day Scene  
Source: Author



**Figure 7.** Outdoor - Day Scene  
Source: Author



**Figure 8.** Visitors to Nako Coffee  
Source: Author

The daytime experience at Café Kopi Nako is also enriched by the sounds of nature, such as birdsong and rustling leaves in the wind. This adds an element of nature that makes visitors feel connected to the environment, which can increase visitors' psychological comfort.



**Figure 9.** Outdoor Ambience at Night  
Source: Author



**Figure 10.** Outdoor Ambience at Night  
Source: Author

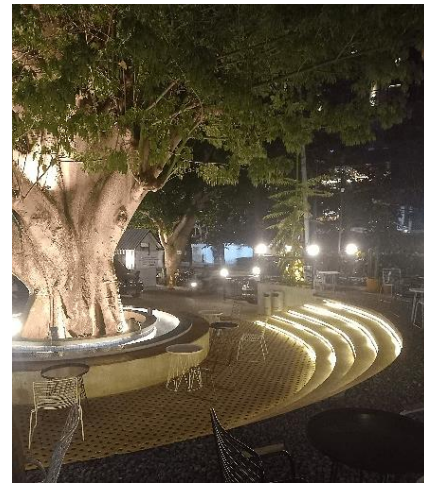


**Figure 11.** Outdoor Ambience at Night  
Source: Author

Although the atmosphere is different during the day, Kopi Nako Café has a calm atmosphere at night to unwind while enjoying a cup of coffee and food. The right selection of lighting creates a good environment for reflection or interaction. Music from speakers installed in various outdoor areas adds to the experience of the space at night. Other lighting is seen in the staircase area, which serves as a guide for visitors to be able to go up or down the stairs.



**Figure 12.** Lighting on the Stairs  
Source: Author



**Figure 13.** Lighting on the Stairs  
Source: Author

The different atmospheres during the day and night provide visitors to Kopi Nako Café with a variety of experiences. Daytime offers freshness, openness, and a variety of activities, while night brings intimacy and romance. Combining the two allows customers to have a comprehensive and satisfying experience throughout the day.

The mass of the Kopi Nako Café building has a large enough opening by using a material element, namely, *nako* (louvers) glass. The use of *nako* glass is one of the reasons why this café is named "Kopi Nako". In addition, the use of *nako* glass also serves to maximize the ventilation of the room inside from the air circulation coming from outside. One of the building masses of Kopi Nako Café has an open space without walls or partitions, which is a semi-outdoor space that is deliberately made with the aim that visitors can directly experience the outdoor space of a building, and also as a direct application in the theme of this café concept, namely tropical architecture.



**Figure 14.** Nako Coffee Building Mass  
Source: Author



**Figure 15.** Semi-Outdoor Space  
Source: Author

In the outdoor section, visitors can experience various outdoor spaces in Kopi Nako Café through the volume of space, movement, seeing shapes, hearing sounds, feeling the wind, and so on. The outdoor space, which has a tropical architecture



concept with a little touch of industrial style, is characterized by furniture made from iron and floor pavement, with some areas using unfinished concrete floors.



**Figure 16.** *Unfinished Floor Concrete*

Source: Author



**Figure 17.** *Iron furniture*

Source: Author

In addition to the use of unfinished floor materials, most of the outdoor areas use sustainable pavement, namely by using grass block material and coral or gravel material, whose function is that when it rains, the water on the floor surface does not stagnate and immediately seeps into the ground. The use of these materials is a response to the theme and concept of Kopi Nako Café, which wants this café to have a design that is more responsible for the environment and the people who use it, as well as sustainable in terms of the concepts and themes applied.



**Figure 18.** *Grass block and coral stone flooring*

Source: Author

The seating area at Kopi Nako Café is designed with a dimensional approach, which adjusts the dimensions of space and furniture to the human body. Seen in the circulation and layout of organized furniture, it still gives the impression of relief and comfortable to use. There are areas with different elevation heights; the difference in elevation is used as a sitting area equipped with a coffee table. The utilization of the floor elevation provides a higher spatial experience that can provide a broad view that leads to the courtyard of the lower area of Café Kopi Nako.



**Figure 19.** Furniture Placement

Source: Author

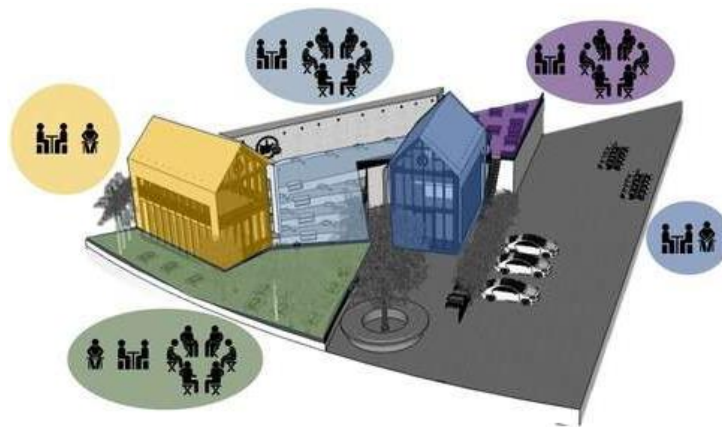


**Figure 20.** Utilization of Elevation Differences

Source: Author

### Comparative Discussion with Theoretical Framework

Applying *the Third-Place Theory*, the outdoor seating areas serve as social hubs that foster informal interactions and community engagement. Their movement patterns reflect users' preference for accessible and comfortable gathering spaces.



**Figure 21.** Seating choices based on group size

Source: Author

Based on Figure 21, the diagram illustrates seating choices based on group size and activity types, guided by *Affordance Theory* and *Third Place Theory*. Larger groups prefer communal outdoor seating (green, light blue, and purple zones) for social interaction. In contrast, individuals or small groups opt for semi-private areas (yellow and dark blue zones) for focused activities. The spatial arrangement supports varied engagement levels, with accessibility and shading influencing seating preferences. The findings suggest that flexible layouts and environmental factors play a crucial role in shaping user behavior, enhancing comfort, and fostering interaction in café spaces.

The outdoor space experience at Kopi Nako Café is shaped by a combination of spatial design, greenery, lighting (natural and artificial), seating arrangement, and material, all working together to create a comfortable and engaging environment. The café's open-air layout with natural ventilation fosters a refreshing atmosphere. In contrast, lush greenery, including shade trees and ornamental plants, enhances aesthetic and provides a cooling effect. Thoughtful lighting design transitions the space from a bright, energetic daytime setting to a warm and intimate ambiance at night, making the café adaptable for different visitor moods and activities. Seating arrangements cater to various needs, from communal tables for socializing to cozy corners for solitude. At the same time, a mix of natural and industrial materials like concrete, grass block, and iron furniture adds to the café's unique character.

These elements not only create a relaxing and immersive outdoor experience but also contribute to the café's identity and customer satisfaction. By integrating tropical design principles, flexible seating, and atmospheric enhancements, Kopi

Nako Café successfully transforms its outdoor space into a place where people connect, unwind, and enjoy memorable moments.

## Conclusion

This research describes the outdoor space at Kopi Nako Café as attractive and offering added value to visitors. The atmosphere of the café's outdoor area, as well as various elements such as design, layout, and ambiance, combine harmoniously to create a different outdoor space comfort.

The outdoor area of Kopi Nako Café not only functions as an area to enjoy food and beverage dishes but also provides an opportunity for visitors to observe the activities and atmosphere around the café. The landscape created from the conceptualized exterior design provides an interesting visual experience, with added elements such as warm lighting, the use of plants, and comfortable furniture creating a cozy and inviting atmosphere.

The importance of the role of Kopi Nako Café's outdoor space as a whole can be said to be the main factor contributing to the attractiveness of the café and the brand image of the café. The unique design and conceptualized details create a strong visual identity and distinguish this café from other cafés. Therefore, the outdoor area of Kopi Nako Café not only functions as a physical area but also as a key element in creating a memorable experience for visitors to enjoy a cup of coffee while enjoying the beauty of the outdoor space.

This study was limited to one case study; therefore, further research involving multiple cafes with varying spatial characteristics would enrich understanding of outdoor space design.

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