

The Psychological Impact of Instagrammable Cafe Interiors: The Case of a Santorini-Themed Room

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Article History:

Submitted: June 22, 2026

1st Revised: September 17, 2025

2nd Revised: October 27, 2025

Accepted: November 15, 2025

Published: February 26, 2026

Abstract

Contemporary cafe interior design not only serves as an aesthetic element but also plays a significant role in shaping visitors' emotional experiences. This study examines the influence of Instagrammable cafe interior design on visitors' emotional responses from a psychological perspective. The objectives of this study are to analyze the impact of interior design elements on cafe visitors' emotional reactions, examine the concept of Instagrammability as a factor influencing cafe visitors' perceptions and emotions, and identify opportunities for visitors to reorder and revisit the cafe. This study employs a descriptive qualitative approach, utilizing semi-structured interviews and field observations to collect data from two Gen-Z cafe visitors. This study utilizes Don Norman's emotional design theory, which is divided into three levels: visceral, behavioural, and reflective. The results of this study indicate that design elements such as colour, lighting, and spatial concepts are positively correlated with increased positive emotions in visitors. These findings also strengthen the role of interior design as a visual communication medium creating an emotional atmosphere in cafe spaces that supports daily activities, relaxation, and digital activities such as sharing photos on social media. The results of this study can be a reference for interior designers and cafe owners in designing spaces that are not only visually appealing but also consider the psychological aspects of the space's users.

Keywords: *café; emotional response; interior design; psychology*

Introduction

The existence of a cafe is not only a place to enjoy food and drinks, but also a multifunctional social space, such as a place to work, do assignments, relax, or take pictures (Mellisa et al., 2017). The increasingly developing lifestyle and tastes of cafe visitors require cafe owners to be more creative and innovative in maintaining the interest and satisfaction of their visitors (Lestari & Salma, 2023). In addition to the deliciousness of the food and drinks, the

emotional experience of visitors while in the cafe is an essential factor in visitor satisfaction. One factor influencing cafe visitor satisfaction is the interior design of the cafe (Monica et al., 2022). Visitors who Work

From Cafes (WFC), do assignments, or relax for a long time will look for a place with a comfortable atmosphere (Monica et al., 2022). The "Instagrammable" cafe atmosphere is also the reason visitors come to a cafe to take pictures and share them on social media, especially Instagram (Munggarsari & Ahmad, 2025). A comfortable cafe atmosphere can evoke emotions in visitors, making them feel at home and encouraging them to linger (Vety et al., 2016) According to Munggarsari & Ahmad, 2025, cafe visitors can experience aesthetic emotions, which influence their feelings of like and dislike for the pleasure and discomfort in the space. The visual and spatial elements of a space greatly influence the perception and emotions of visitors, such as feelings of comfort, happiness, calm, anxiety, or discomfort (Rui & Firzan, 2025) . Design elements such as lighting, colour schemes, and textures not only function visually but also build emotional bonds and enhance the overall cafe experience (Rui & Firzan, 2025).

Previous research has shown that emotions play an essential role in determining the behaviour of cafe visitors, including comfort, re-ordering food/drinks, and recommending the cafe to others (Wardono & Soelami, 2018). This research was conducted at Lea Cafe, located on Jalan Ampera, No. 57, Tasikmalaya City. The research location was chosen because it offers a cafe with a "Santorini" theme, an Instagrammable attraction for visitors, and is centrally located of Tasikmalaya city, making it easily accessible and strategic. Although Tasikmalaya has several cafes with aesthetic interiors, Lea Cafewas selected as the case study because of three primary considerations: (1) its distinctive Santorini-inspired design, which is unique compared to other cafes in the city; (2) its popularity among Gen Z visitors who frequently upload their experiences on Instagram, making it a strong representation of the Instagrammable cafe phenomenon; and (3) its strategic location in the city centre, which makes it one of the most visited cafes.

The use of a single case study allows this research to focus intensely on one representative example of the Instagrammable cafe trend rather than providing a broad but less detailed comparison. The Santorini theme is significant matters because it introduces a strong visual identity characterised by blue and white colour schemes, Mediterranean architectural accents, and natural lighting, that is rarely found in other local cafes, making it both unique and memorable. During preliminary fieldwork, the authors also had informal conversations with the cafemanagement, who explained that the Santorini theme was deliberately chosen to differentiate Lea Cafefrom competitors in Tasikmalaya. The management emphasized that the visual uniqueness of the theme was intended to attract younger audiences, especially Gen Z, who seek photogenic spaces that can be shared on social media platforms. Therefore, Lea Cafe provides a relevant and justified case study to examine the psychological and emotional impact of Instagrammable interior design.

Research Question

Based on the problems outlined, the following research questions are formulated:

1. How do interior design elements contribute to shaping the emotional responses of cafe visitors?
2. How do cafe visitors perceive the desire to capture and share experiences on social media?
3. How likely are visitors' emotional and perceptual responses to repeat orders, revisits, and recommendations to others?

Research Purpose

Based on the background that has been explained, the purpose of this study is to address several research questions that emerge from the phenomenon of Instagrammable cafe design. Specifically, this research seeks to investigate how interior design elements, such as colour, lighting, spatial arrangement, and decorative themes contribute to shaping the emotional responses of cafe visitors. Furthermore, it aims to explore how the concept of an Instagrammable cafe influences visitors' perceptions, particularly in relation to aesthetic value, comfort, and the desire to capture and share experiences on social media. In addition, this study aims to explore the opportunities that arise from these emotional and perceptual responses, particularly in fostering behavioural outcomes such as the intention to reorder, revisit, and recommend the cafe to others. By formulating these objectives as guiding questions, this study emphasis the role of interior design not only as a visual feature but also as a psychological and experiential factor that determines visitor satisfaction and engagement.

Literature Review

Environmental Psychology and Emotional Responses

Environmental psychology examines how physical spaces influence human emotions and behaviours. According to (Ham & Trisno, 2023), the building design incorporating natural light, clean, and organized spaces provides a stress-relieving effect. It fosters a sense of calm and mental stability in users. This creates a positive relationship between the space and its occupants, not just from a purely utility perspective. The emphasis on psychological comfort supports the idea that emotionally designed spaces create pleasant feelings and enhance place memory (Banaei et al., 2017). According to Don Norman, emotional experiences are divided into three levels, namely visceral (spontaneous response to visuals), behavioural (user satisfaction), and reflective (meaning and personal identity) (Radovanovic et al., 2022). In the context of interior design in a cafe, the visceral level can be found in the colour, lighting, and decoration of the room. The behavioural level is found in the comfort of sitting, the flow of space, and the layout of the room. The reflective level can be formed when visitors feel the suitability of the room's atmosphere with their lifestyle or aesthetic values (Radovanovic et al., 2022).

Interior Design Elements for Instagrammable Cafes

The emotional experience in a cafe is influenced by colour, lighting, and layout (Ulusoy et al., 2020). Concluded that blue is associated with comfort, stability, and a sense of coolness, while red triggers excitement, tension, and anxiety in the living room. According to Vicaningrum & Rachma Marcillia, 2024, natural light combined with bright interior design significantly improves visual comfort, productivity, and the well-being of workspace users. The Instagrammable trend comes from the increase in social media users, especially in the context of lifestyle (Manovich, 2016). Rooms with harmonious and photogenic visuals give rise to the phenomenon of Instagrammable spaces that are interesting to share on digital platforms. Nowadays, cafe interiors prioritize visual uniqueness to become selfie destinations that are not only visually appealing but also support user interaction and experience (Audia Agustina & Angkawijaya, 2019). Cafes with Instagrammable designs have become a popular choice for visitors to spend their free time, thanks to their attractive interiors. This is why visitors are choosing these cafes to spend more time (Nopayanti & Ambarwati, 2022).

Space, Emotion, and Personal Branding

Emotionally intense interior design can be part of visitors' self-expression, especially in the digital era (Manovich, 2016). According to Norman, a design that can activate reflective aspects will encourage visitors to associate space with personal identity. Choosing a cafe is not only about the facilities, but also about asserting social status and following social media trends (Andina & Zulaikha, 2024). Emotional design also strengthens the social value of space as a place of consumption and a symbol of lifestyle.

Cafe Space User Experience

User experience in interior spaces is an essential aspect in the design process, especially in commercial spaces such as cafes that combine social, visual, and emotional functions. According to (Nehme & Rodríguez, 2020), user experience encompasses the dimensions of perception, emotion, and meaning in the user's interaction with the physical environment. The combination of emotional and perceptual aspects in spatial design aims to enrich the user experience.

Elements of lighting, aroma, music, and layout can stimulate the senses, create a positive image of the cafe, and increase comfort and profitability (Jusuf & Gamal, 2020). Interior design, including layout, equipment, or decoration, significantly influences visitors' desire to return to the Cafe (Kusumaningrum & Wijaya, 2024). According to Kim et al (2022), experiential value is a crucial factor in visitor satisfaction and return intention. Experiences go beyond mere products and have real economic value.

Modern cafes are not only places to consume food and drinks, but have developed into social and expressive spaces, where people work, socialize, and create self-images on social media (Manovich, 2016). Interior design that supports these needs includes strong visual aspects (eg, themes and colours), acoustic comfort, and flexible room layouts.

Methodology

This study adopts a descriptive qualitative approach, utilizing semi-structured interviews and field observations as data collection methods. Descriptive research aims to portray phenomena based on empirical data collected from the field (Muratovski, 2016). Semi-structured interviews were conducted in a semi-formal setting, complemented by observation to provide a comprehensive understanding of the spatial context. The research object, subjects, and specific interior elements examined delimit the scope of this study. The research object is Lea Cafe, a cafe located at Jalan Ampera No. 57, Tasikmalaya, Jawa Barat. The research subjects consist of two cafe visitors from Gen-Z.

The decision to involve only two respondents was based on the exploratory nature of this study, which prioritizes depth of insight rather than statistical generalization. In qualitative research, a smaller number of participants can still provide rich and meaningful data, especially when the aim is to capture lived experiences and emotional responses to spatial design. Respondents were approached directly during their visit to the cafe on the day of fieldwork. They were selected using a purposive sampling method to represent typical Gen-Z visitors who actively use cafes for both for social interaction and creating Instagrammable content. Thus, the respondents were not chosen randomly, but intentionally, to ensure that their perspectives were relevant to the phenomenon under investigation.

In addition, the limitation of involving only two respondents is closely related to the time frame and scope of the study, which was designed as a preliminary investigation into the psychological and emotional impacts of cafe interiors. Within these constraints, two participants were deemed sufficient to provide illustrative insights into how interior design elements, such as colour, spatial arrangement, and lighting, shape the emotional experiences of visitors. Data collection through observations and interviews was conducted on Friday, May 9, 2025, from 13.00 to 16.30 WIB.

Result and Discussion

Based on behavioural observations of Lea Cafe visitors, when they first arrive, they tend to choose seats on the 2nd floor, which is a semi-outdoor room. Then, visitors tend to choose seats at the end/corner because they feel more comfortable and not too many other visitors passing by their seats. After that, they order food by calling the waiter. While waiting for the food to arrive, visitors engage various activities, such as opening laptops for those who are going to work or doing assignments, taking pictures, or simply enjoying the cafe atmosphere.

Interviews were conducted with two male visitors from Gen-Z. The following are excerpts from the interview results:

Respondent 1

"Honestly, I really like the atmosphere, it is cool and the sofa is soft, it is really nice to relax until I feel sleepy because it is so comfortable, even though it is my first time here. Next time I want to invite my girlfriend, she will probably like it, especially since the concept is a tropical Santorini feel, it is great for taking photos for Instagram."

(A, 24 years old, student)

Respondent 2

"This is the first time I have been here. A friend invited me, so I just had to do some work. The cafe is comfortable, bright, fresh, and not overcrowded. The concept is also good, the aesthetic feels European, making it suitable for sharing IG stories. Moreover, it is nice, there is a smoking area, and the food prices are quite cheap. The only thing is, if you sit in this area (semi-outdoor), you will get splashed." "It is raining, you have to move inside. Then there is no music here, so it is not like that, but it is okay to use earphones."

(I, 21 years old, student)



Figure 1. Lea Cafe Atmosphere 1

Source: Author

The seating area with soft blue sofas and abundant natural lighting from large windows creates a cozy and welcoming atmosphere for visitors. The combination of blue and white conveys a homey yet aesthetic impression, often associated with emotional calmness. This interior encourages visitors to linger, whether for relaxation, assignments, or simply enjoying the ambience.



Figure 2. Lea Cafe Atmosphere 2

Source: Author

This corner space highlights expansive windows that allow natural light to flood the room, complemented by ethnic-inspired wall ornaments. The bright and decorative atmosphere reinforces the uniqueness of the Santorini theme while enhancing its Instagrammable quality. For visitors, this space provides a refreshing visual experience and supports both social interaction and photo taking activities.

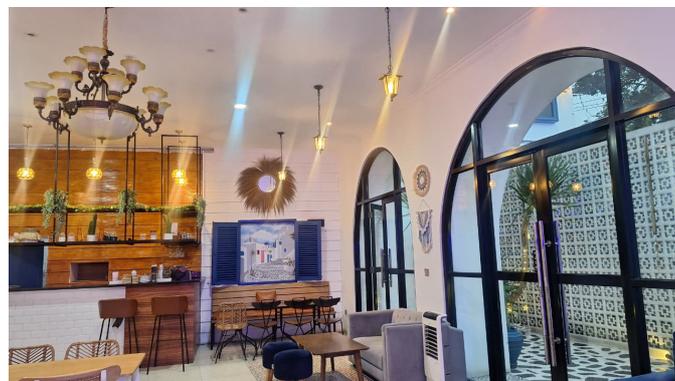


Figure 3. Lea Cafe Atmosphere 3

Source: Author

The bar area showcases a blend of warm lighting, hanging ornaments, and European-style architectural details that create an elegant yet approachable atmosphere. This setting stimulates positive emotions, making the

space feel vibrant and lively while remaining visually appealing for social media documentation. The design elements here emphasize that cafe interiors are not merely functional, but also a key aesthetic attraction.



Figure 4. Lea Cafe Atmosphere 4

Source: Author

The semi-outdoor space, dominated by white walls with blue accents, strengthens the cafe's identity as an Instagrammable destination. Natural lighting and simple decorative elements contribute to a refreshing and calming ambience. This area offers visitors a reflective experience, evoking a Mediterranean Santorini atmosphere despite being located in the centre of Tasikmalaya.

Table 1. Interview results of respondent 1

Aspect	Respondent 1
Reasons for visiting	Interested in the unique and close to home "Santorini" theme.
Perception of Colour, Space and Lighting	The combination of blue and white gives a homey and instagrammable impression and the soft sofa seat makes it comfortable to sit for a long time. Unique decorations, wall hangings, and ornamental plants support the atmosphere of the "Santorini" concept.
Emotional Response	Comfortable, happy, at home, and want to visit again. Suitable for doing assignments or hanging out with friends/partners.
Favorite Elements	Comfortable and soft chair
Criticism	Nothing
Public Opinion	Visitors feel comfortable and want to come back again later. Visitors will recommend this place to their friends. This cafe is also suitable for pre-wedding photos, group photos, or casual photos to share to Instagram stories.

Source: Author

Table 2. Interview results of respondent 2

Aspect	Respondent 2
Reasons for visiting	A Friend's recommendation for a place to do assignments and relax.
Perception of Colour, Space and Lighting	The wall paint colour is bright but not dazzling and the windows are expansive so they get natural sunlight during the day.
Emotional Response	Exceptionally comfortable and cozy, but if it is too long, it will feel sleepy because it is too quiet and there is no music. In addition, there is a semi-outdoor room that is quite risky when it rains, water will splash near the visitor's table and the wind blows too hard.
Favorite Elements	The colours and theme of "Santorini" are rarely found in other cafes, making it suitable for taking photos and uploading them to social media, especially Instagram Stories.
Criticism	In semi-outdoor spaces, gutters can be made so that rainwater does not splash too much near the visitors' tables.

Aspect	Respondent 2
Public Opinion	Delicious food at affordable prices, the concept and interior design of this cafe are unique. Tasikmalaya City does not have too many unique cafes, so this place can be an option to relax while taking pictures or doing assignments.

Source: Author

Based on the results of interviews with two visitors, it shows that the interior design of Lea Cafe with the theme "Santorini" evokes a positive emotional response from visitors. The concept of a combination of blue and white, natural lighting, decoration, and Greek-style architecture is associated with the emotions of visitors, namely feelings of calm, freshness, and comfort. Both said that this cafe has an instagrammable spot and is suitable for formal and non-formal activities. Although one respondent considered that there was a semi-outdoor room that was uncomfortable when it rained, this did not reduce their interest and comfort in the cafe.

Interior elements can be analyzed using various theories in the study of design psychology. In this study, the analysis was conducted using the Emotional Design theory. The interior atmosphere of a cafe serves not only an aesthetic purpose but also plays a role in creating positive emotional experiences, which encourage social behaviours such as interaction and sharing on social media (Vety et al., 2016b). Based on the results of observations and interviews, it shows that the interior design of the cafe with the concept of "Santorini" has a significant influence on visitors' emotions. The colour elements in Lea Cafe are predominantly blue and white, natural lighting, and decorative elements that support the concept of "Santorini" such as Santorini paintings, mirrors, and ornamental plants that create a calm, comfortable, and fresh atmosphere for visitors. The analysis of the findings was conducted through the Emotional Design theory of Don Norman which divides the design experience into three levels, namely visceral sections, sub-sections and sub-subsections are numbered in Arabic. Use double spacing before all section headings, and single spacing after section headings. Flush left all paragraphs that follow after section headings. List may be presented with each item marked by bullets and numbers. (initial aesthetic reaction), behaviour (function and ease of interaction), and reflective (meaning and personal experience).

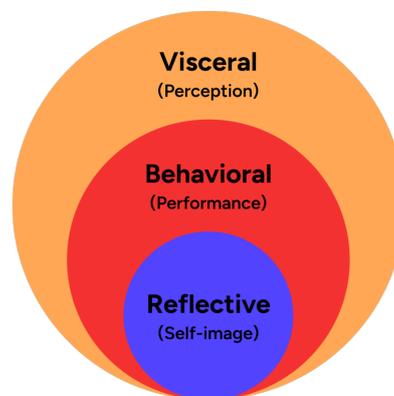


Figure 5. Emotional Level Design by Don Norman

Source* : logrocket.com (Accessed on *July 20, 2025).

At the visceral level, visitors showed an immediate reaction to the cafe's visualization. The dominant colours of blue and white and natural, along with natural sunlight, are associated with feelings of comfort, freshness, and calm. The colour blue triggers physiological responses, such as decreased blood pressure and heart rate, and psychological effects that create calm (Jonaskaite & Mohr, 2025).

This aligns with the statements of visitors who were respondents in this study, expressing that they felt calm, cool, and comfortable when visiting Lea Cafe. In addition, there is a semi-outdoor room concept on the 2nd floor area that provides natural fresh air without having to use an Air Conditioner (AC). Multisensory experiences can be obtained through a room or a building. The design of a room can not only be seen visually but can also be breathed, touched, heard, and remembered (Spence, 2020).

At the behavioural level, interior design also influences how visitors use the space. The concept of "Santorini", known for it is Instagrammable, elements like paintings, window decorations, wall decorations,

ornamental plants, to Greek-style architecture, explicitly encourages the activity of taking photos to share on social media as a visual experience.

At the reflective level, visitors feel an emotional experience influenced by the deeper meaning of the room. Visitors said that the atmosphere of the cafe was impressive, like in Santorini, even though they had never visited the original place. Visitors also have a desire to revisit the cafe.

The findings of this study explain that the emotional design approach can serve as conceptual reference in designing cafe interiors, particularly for owners targeting Gen-Z visitors who are highly responsive to visuals and spatial experiences. Recommendations from this study also encourage interior designers create emotional user experiences from the first time visitors enter a space until they leave.

Conclusion

Based on the findings and analysis of interior design at Lea Cafe with the concept of "Santorini," it is proven to be able to provide a positive emotional effect for visitors through visual elements such as colour, natural lighting, and "Santorini"-style decorations that create a calm and comfortable atmosphere. Visitors also feel relaxed in the semi- outdoor space. This finding supports Don Norman's Emotional Design Theory, which includes three levels of emotion: visceral, behavioural, and reflective. The design approach is important because it ensures that a room, it is not only aesthetic but also considers the psychological and emotional aspects of visitors. This is especially true at the reflective level, which creates a meaningful attachment between visitors and the space. Good design is not only beautiful but is also capable of providing a meaningful and memorable experience. An imbalance between emotional levels can reduce the essence of the overall space experience. Therefore, integrating the visual aspects of beauty, functionality, and symbolism is the key to creating a visually appealing space and providing a profound emotional and psychological impact on visitors.

Nevertheless, this research also has limitations that need to be acknowledged. The study was conducted in a single cafe with a specific Santorini inspired theme. It involved only two respondents, which may not fully capture the diversity of experiences in other Instagrammable cafes. As such, the findings cannot be generalized to all cafe settings but should be understood as an exploratory case study that highlights key psychological dynamics of interior design. Future research can expand by including multiple case studies with different thematic concepts, a larger and more diverse sample of respondents, and comparative analysis across cities. Such studies will strengthen the understanding of how Instagrammable interior design influences visitor emotions and behaviours in broader contexts, contributing to more comprehensive design strategies for cafes and similar social spaces.

Acknowledgement

This research received no external funding. However, the authors would like to express their sincere gratitude to the Master of Design Program, Faculty of Fine Arts and Design (FSRD), and the Human Space and Interior Research Group, Institut Teknologi Bandung for their support throughout this research.

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