

Pengaruh elemen interior dan kualitas akustik coffee shop terhadap percakapan pengunjung = The effect of interior elements and acoustic quality to the visitors s conversation in coffee shop

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Abstrak

Dari awal kemunculannya hingga sekarang, coffee shop sudah menjadi tempat untuk bersosialisasi melalui percakapan. Semakin banyaknya gerai coffee shop baru di kota - kota besar membuat persaingan menjadi semakin ketat sehingga elemen interior dan kualitas akustik coffee shop harus dapat memfasilitasi percakapan pengunjung secara maksimal. Bagaimana pengaruh elemen interior dan kualitas akustik coffee shop terhadap kualitas dan kepuasan percakapan pengunjung akan dibahas pada skripsi ini.

From the initial appearance until now, coffee shop has become a place to socialize through conversation. The growth of new coffee shops in big city makes the competition become more and more stringent so that the interior elements and the acoustic quality of coffee shop should be able to facilitate visitor's conversation to its maximum. The way that interior elements and acoustic quality of coffee shop effect the quality and satisfaction of visitors's conversation will be discussed in this thesis.