

INTISARI

***RE-DESIGN* INTERIOR KAFE MENGUNAKAN METODE *KANSEI ENGINEERING* (Studi Kasus di Kafe Ami Kopi)**

Oleh

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Pertumbuhan industri kafe di Indonesia meningkat signifikan, seiring pergeseran fungsi kafe menjadi ruang untuk bersosialisasi, bekerja, dan melepas penat. Dalam menghadapi persaingan yang ketat, desain interior menjadi faktor penting yang memengaruhi kepuasan pelanggan. Penelitian ini bertujuan untuk melakukan *re-design* interior Kafe Ami Kopi menggunakan metode *Kansei Engineering* untuk menggali preferensi emosional pelanggan, serta pendekatan antropometri untuk memastikan kenyamanan fisik pengguna. *Kansei Engineering* digunakan untuk mengidentifikasi *kansei words* yang merepresentasikan perasaan pelanggan terhadap elemen desain interior, seperti dinding, plafon, lantai, serta meja dan kursi. Data diperoleh melalui wawancara, kuesioner *Semantic Differential*, serta uji statistik seperti validitas, reliabilitas, *mean difference*, dan MANOVA. Dimensi ergonomis meja dan kursi ditentukan berdasarkan persentil ke-5 dan ke-95 dari data tubuh pada situs Data Antropometri Indonesia. Hasil penelitian menunjukkan bahwa elemen desain paling diminati adalah warna dinding *plain silver*, plafon *gypsum linear*, lantai *marble carrara gold tile*, dan kursi *booth seating*. Desain akhir memberikan respons emosional positif dan kenyamanan ergonomis. Validasi menunjukkan 94% responden puas terhadap desain usulan dibandingkan desain sebelumnya, dengan meja dan kursi menjadi prioritas utama implementasi. Penelitian ini memberikan rekomendasi desain yang estetis, fungsional, dan sesuai kebutuhan emosional maupun fisik pelanggan.

Kata kunci: *Kansei Word*, *Kansei Engineering*, MANOVA

ABSTRACT

RE-DESIGN OF CAFE INTERIOR USING KANSEI ENGINEERING METHOD (Case Study at Ami Kopi Cafe)

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The cafe industry in Indonesia has experienced significant growth, driven by the shifting function of cafés from merely places to eat and drink into spaces for socializing, working, and relaxing. In facing tight competition, interior design has become a key factor influencing customer satisfaction. This study aims to redesign the interior of Ami Kopi Cafe using the Kansei Engineering method to explore customers' emotional preferences, combined with an anthropometric approach to ensure physical comfort. Kansei Engineering was used to identify kansei words that represent customers' feelings toward interior elements, such as walls, ceilings, floors, and furniture. Data were collected through interviews, Semantic Differential questionnaires, and statistical analyses including validity, reliability, mean difference, and MANOVA. Ergonomic dimensions for tables and chairs were determined based on the 5th and 95th percentiles of human body data from the Indonesian Anthropometry website. The results show that the most preferred interior elements are plain silver wall paint, gypsum linear ceiling, marble Carrara gold tile flooring, and booth seating. The final design generated a positive emotional response and ergonomic comfort. Validation results showed that 94% of respondents were satisfied with the proposed design compared to the previous one, with tables and chairs being the top priority for implementation.

Keywords: Kansei Word, Kansei Engineering, MANOVA.