

The effect of interior design and visual communication on consumers' intention to use the photobooth at Kopilogi Garut



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ABSTRACT

This study aims to examine the effects of interior design and visual communication on consumers' intention to use the photobooth service at Kopilogi Garut. A quantitative research design with an associative approach was employed using data collected from 100 consumers selected through purposive sampling. Primary data were obtained through structured questionnaires and analyzed using multiple linear regression with SPSS. The findings indicate that both interior design and visual communication have positive and significant effects on consumers' intention to use the photobooth service, both individually and jointly. The results suggest that an aesthetically appealing and comfortable interior environment, supported by informative and engaging visual communication, enhances consumer interest in utilizing experiential service facilities. This study contributes to the services marketing literature by demonstrating the complementary roles of physical environmental design and visual communication in shaping consumer behavioral intentions within hospitality and lifestyle settings. The findings also provide practical implications for café managers by emphasizing the importance of integrating attractive spatial design with effective visual communication to strengthen customer engagement and increase the utilization of value-added service facilities such as photoboos.

Keywords: Interior Design; Visual Communication; Consumer Interest; Photobooth



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INTRODUCTION

The coffee shop industry in Garut Regency has experienced significant growth in recent years (Ekonomi, 2023). Competition is no longer focused solely on the quality of coffee products but also on creating a memorable customer experience that appeals to younger generations. One strategy that has recently gained popularity is the provision of photobooth or self-photo facilities as a value-added service to enhance customer attraction (Ekonomi, 2023).

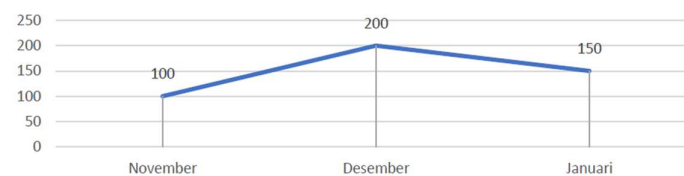
Based on recent observations, Garut is home to several popular coffee shops, including KOPILOGI, Two.Days Coffee & Space, Historia Coffee & Eatery, Ezpresso Coffee, and Loko Cafe Stasiun Garut. These coffee shops compete by offering comfortable environments, Instagrammable interior designs, and various community-based activities. Several of these establishments have received a considerable number of reviews on digital platforms, indicating high customer traffic and intense competition within the local coffee shop industry (Aji, 2025).

On the other hand, the photobooth business in Garut has also expanded with the emergence of self-photo service providers such as Fotohokkie Garut and Fotohokkie Citimall Garut. The presence of these self-photo studios reflects the growing demand for instant photography and social media content creation, particularly among Generation Z and millennial consumers (Zahran & Nastiti, 2025).

This phenomenon presents an opportunity for coffee shops to integrate photobooth services into their business concepts. By combining the experience of enjoying coffee with taking photographs in a single location, coffee shops can create a more engaging and memorable customer experience while enhancing their competitive advantage in an increasingly saturated market. However, the implementation and utilization of photobooth facilities vary across coffee shops, indicating differences in customer interest and usage patterns. Therefore, it is essential to examine the actual conditions at the research site to better understand this phenomenon. The following section presents statistical data from Kopilogi Garut as the basis for identifying the research problem.

STATISTIK WALLKINGBOOTH 2025/2026

KOPILOGI CIKURAY



BULAN	JUMLAH SESI
November	100±
Desember	200±
Januari	150±

Source : Wallkingbooth 2025/2026

Figure 1
Statistical Data of Walkingbooth Kopilogi Cikuray

According to the statistical data of WalkingBooth Kopilogi Cikuray for the period from November 2025 to January 2026, there were fluctuations in the number of photo sessions, indicating an issue with the stability of customer demand. The number of sessions increased from 100 in November to 200 in December. However, in January, the number declined to 150 sessions, representing a 25% decrease compared to the previous month.

This decline indicates instability in the utilization of the photobooth service following the peak period in December. Although the number of sessions in January remained higher than in November, the downward trend suggests challenges in maintaining sustainable growth in customer usage. These fluctuations imply that attracting customers during peak periods alone is insufficient; coffee shops must also develop effective strategies to sustain consumers' intention to use the photobooth over time. Therefore, it is important to identify the factors that influence consumers' intention to use the photobooth, particularly the roles of interior design and visual communication in creating an engaging and memorable customer experience.

Several previous studies have demonstrated that interior design has a significant influence on consumers' intention. Studies conducted by Zakiah and Santosa (2025), Juliana et al. (2020), and Cavine and Kusumaningrum (2024) consistently reported that an attractive and well-designed interior environment positively affects consumers' behavioral intentions. However, most previous studies have not incorporated visual communication as an independent variable that could broaden the scope of analysis. In addition, the majority of existing research has focused on the use of photobooths in self-photo studios rather than examining photobooths as facilities provided by coffee shops. Research investigating this phenomenon in local coffee shops, such as Kopilogi Garut, remains limited.

Therefore, a research gap exists regarding the limited understanding of the role of visual communication in the relationship between interior design and consumers' intention to use photobooth facilities within the context of the local coffee shop industry in Garut.

Therefore, this study aims to examine the influence of interior design and visual communication on consumers' intention to use the photobooth at Kopilogi Garut. Theoretically, this study is expected to contribute to the existing body of knowledge by providing a deeper understanding of how interior design and visual communication influence consumers' intention to use photobooth facilities within the coffee shop context. Practically, the findings are expected to provide valuable insights for coffee shop owners and managers, particularly those offering photobooth facilities such as Kopilogi Garut, in developing effective interior design and visual communication strategies to enhance consumers' intention to use photobooth services and strengthen the overall customer experience.

LITERATURE REVIEW, RESEARCH FRAMEWORK, AND HYPOTHESES

Workload

Several previous studies have demonstrated that interior design has a significant influence on consumers' intention. Studies conducted by Zakiah and Santosa (2025), Juliana et al. (2020), and Cavine and Kusumaningrum (2024) consistently reported that an attractive and well-designed interior environment positively affects consumers' behavioral intentions. However, most previous studies have not incorporated visual communication as an independent variable that could broaden the scope of analysis.

In addition, the majority of existing research has focused on the use of photobooths in self-photo studios rather than examining photobooths as facilities provided by coffee shops. Research investigating this phenomenon in local coffee shops, such as Kopilogi Garut, remains limited. Therefore, a research gap exists regarding the limited understanding of the role of visual communication in the relationship between interior design and consumers' intention to use photobooth facilities within the context of the local coffee shop industry in Garut.

Design Interior Theory

Interior design is a field of study that focuses on the arrangement of artistic elements within a building or interior space to enhance its aesthetic value and attract consumers' interest (Cavine & Kusumaningrum, 2024). Interior design is the process of planning and designing the interior spaces of a building in a comprehensive manner (Ford, 2019). This practice is not only concerned with the arrangement of visual elements but also emphasizes functionality, comfort, safety, and the psychological needs of users (Ford, 2019). Through a systematic approach based on an understanding of human behavior, interior design aims to create environments that improve quality of life, support the efficiency of daily activities, and reflect the values and culture of their users (Ford, 2019).

Photobooth interior design can be defined as the planning and arrangement of the physical environment within a photobooth area, including spatial layout, lighting, decoration, color schemes, photographic props, and other visual elements. These components are intentionally designed to create a positive customer experience, enhance user comfort, and encourage consumers' intention to use the photobooth service as well as share their photographs with others (Ananda, 2025).

Visual Communication

Visual communication can be defined as a field of study that focuses on understanding communication concepts and creative expression through various media to convey messages and ideas visually (Wahyuningsih, 2015). This is achieved by organizing graphic elements such as shapes, images, typography, color selection, and layout, enabling the intended message to be effectively understood by individuals or groups as the target audience (Wahyuningsih, 2015). In the context of marketing, visual communication plays a crucial role in attracting consumers' attention, strengthening brand identity, and delivering promotional messages effectively (Wahyuningsih, 2015).

In the context of photobooth services, visual communication is reflected in the design and presentation of visual elements, including signage, graphic displays, branding, decorative elements, and promotional materials surrounding the photobooth area. Effective visual communication enhances the overall customer experience, reinforces brand image, and encourages consumers to share their photographs on social media, thereby generating electronic word-of-mouth (e-WOM) and providing indirect promotional benefits for the business (Wahyuningsih, 2015).

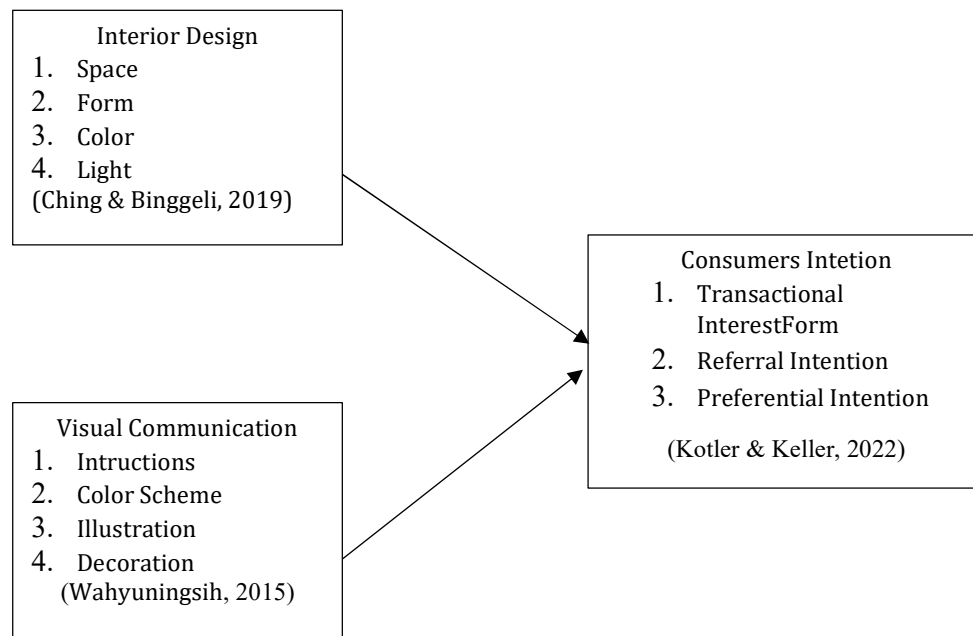
Consumers Intention

According to Kotler and Keller (2022), consumers' intention arises after individuals receive stimuli from a product or service they observe, which subsequently generates a desire to purchase or use it. Consumer intention reflects an individual's tendency to engage in a particular behavior after evaluating the information and experiences associated with a product or service (Kotler and Keller 2022),

Meanwhile, Schiffman and Kanuk (2019) define consumers' intention as a psychological force within an individual that influences their behavior. Purchase intention is considered an indicator of the likelihood that consumers will buy a particular product or service. The stronger the purchase intention, the greater the probability that consumers will make an actual purchase decision (Schiffman and Kanuk 2019). In the context of this study, consumers' intention refers to customers' willingness and interest in using the photobooth facility provided by a coffee shop after being influenced by factors such as interior design and visual communication.

Research Framework

Based on the theoretical developments and previous research findings described above, this study identifies interior design (X1) and visual communication (X2) as the independent variables that influence consumer interest as the dependent variable (Y). The conceptual framework of this study is presented.



Source: Developed by the Researchers, 2026

Figure 2
Research Framework

Hypothesis

From this topic, a preliminary assumption known as a hypothesis was found. The researchers formulated the following hypothesis:

H1: Interior design has a positive and significant effect on customers' intention to use the photobooth at Kopilogi Garut.

H2: Visual communication has a positive and significant effect on customers' intention to use the photobooth at Kopilogi Garut.

METHOD

This study employs a quantitative analysis method with an associative approach and is processed using SPSS 23 software. The quantitative associative approach is used to

examine the relationship and influence between two or more variables through statistical processing of numerical data (Sugiyono, 2019). The analysis is conducted to test the effect of interior design (X_1), visual communication (X_2), on consumer interest (Y). The use of SPSS 23 is selected because it provides various statistical analysis techniques, such as regression tests, classical assumption tests, and moderated regression analysis, which are commonly used in quantitative research (Ghozali, 2018).

The population of this study consisted of all active customers of Kopilogi Garut during the data collection period conducted in 2025. Specifically, the population comprised all individuals who had used the photobooth facility at Kopilogi Garut during that period.

This study employed a purposive sampling technique by selecting respondents based on criteria that were aligned with the research objectives. The inclusion criteria required respondents to be between 18 and 25 years of age and to have used the photobooth facility at Kopilogi Garut within the previous six months. These criteria were established to ensure that the selected respondents had sufficient experience with the photobooth facility and were therefore capable of providing relevant evaluations regarding their perceptions and behavioral intentions.

The use of purposive sampling offers several advantages, including greater efficiency in terms of time and cost, as it focuses exclusively on respondents who are most relevant to the research variables, namely interior design, visual communication, and consumers' intention to use the photobooth. Furthermore, this sampling technique enables the collection of richer and more meaningful data by targeting customers who have substantial experience with the photobooth facility at Kopilogi Garut, thereby improving the relevance and quality of the information obtained.

The data in this study were obtained from primary and secondary data sources. Primary data were collected from active customers of Kopilogi Garut through the distribution of closed-ended questionnaires. The questionnaire instrument was specifically designed to assess the influence of interior design and visual communication on consumer interest. The primary data collection process was carried out through a survey aimed at obtaining specific and relevant responses in line with the research objectives. Meanwhile, secondary data in this study were taken from various existing sources to strengthen the theoretical foundation and conceptual framework of the research. Secondary data sources include scientific articles, recent journals related to interior design, visual communication, and consumer interest, as well as industry reports and internal data from Kopilogi Garut, such as sales records and documented customer feedback.

This study employed a descriptive quantitative research method with an associative approach, and the data were analyzed using IBM SPSS Statistics 20. The quantitative associative approach was adopted to examine the relationships and influences among two or more variables through the statistical analysis of numerical data (Sugiyono, 2019). The analysis was conducted to investigate the effects of interior design (X_1) and visual communication (X_2) on consumers' intention to use the photobooth (Y). IBM SPSS Statistics 20 was selected because it provides a wide range of statistical analysis techniques commonly applied in quantitative research, including classical assumption tests, regression analysis, and multiple linear regression analysis (Ghozali, 2018).

RESULTS AND DISCUSSION

Normality Test

Normality testing is conducted to determine whether the residual data from the regression model are normally distributed (Ghozali 2018). According to Ghozali (2018), a good regression model is one whose residuals are normally distributed. In this study, normality testing was performed both before and after handling outlier data to examine the effect of extreme values on data distribution. The following presents the results of the data analysis.

Table 1
Data Normality Test Results

One-Sample Kolmogorov-Smirnov Test

		Standardized Residual
N		100
Normal Parameters ^{a,b}	Mean	0E-7
	Std. Deviation	.98984745
Most Extreme Differences	Absolute	.131
	Positive	.131
	Negative	-.090
Kolmogorov-Smirnov Z		1.314
Asymp. Sig. (2-tailed)		.063

a. Test distribution is Normal.

b. Calculated from data.

Source : Data Analyzed, 2026

Based on the results of the normality test before outlier handling, the significance value (Asymp. Sig. 2-tailed) indicated that the residual distribution was not fully normal. This suggests the presence of outlier data that affected the distribution pattern of the residuals. After outlier handling was conducted, the normality test results showed a significance value greater than 0.05, indicating that the residual data were normally distributed. Therefore, the regression model in this study meets the normality assumption and is considered suitable for further analysis.

Multiple Linear Regression Test

Regression analysis was used to determine the extent of the relationship between the independent variables and the dependent variable. Based on the regression analysis performed using SPSS, the following results were obtained. The following presents the results of the data analysis.

Table 2
Multiple Linear Regression Test Results

<i>Coefficients^a</i>					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.654	1.764		.371	.712
1 Interior Design	.500	.084	.486	5.929	.000
Visual Communication	.428	.075	.469	5.721	.000

a. Dependent Variable: Consumers Intention

Source : Data Analyzed, 2026

Based on the results of the multiple linear regression analysis presented in the coefficients table, the following regression equation is obtained:

$$Y = 0,654 + 0,500X_1 + 0,428X_2 + e$$

Explanation:

- X_1 : Interior Design
 β_1 : The regression coefficient of the interior design variable
 X_2 : Visual Communication
 β_2 : The regression coefficient of the visual communication variable
 Y : Consumer Interest
 E : Residual error for each variable

From the equation, it can be explained that:

1. If the variables consisting of interior design (X_1) and visual communication (X_2) have a value of zero, then the consumer interest variable will remain at 0.654, because the constant value indicates a value of 0.654.
2. The coefficient value of interior design (X_1) is 0.500, indicating that the interior design variable (X_1) has a positive effect on consumer interest.
3. The coefficient value of visual communication (X_2) is 0.428, indicating that the visual communication variable (X_2) has a positive effect on consumer interest

Significance Test

This test is used to determine whether the independent variables, namely interior design (X_1) and visual communication (X_2), simultaneously have a significant effect on the dependent variable, namely consumer interest (Y). The following presents the results of the data analysis.

Table 3
Significance Test Results

ANOVA ^a						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6969.821	2	3484.911	304.422	.000 ^b
	Residual	1110.419	97	11.448		
	Total	8080.240	99			

a. Dependent Variable: Consumen Intetion

b. Predictors: (Constant), Visual Communication, Interior Design

Source : Data Analyzed, 2026

Based on Table 3 it is known that interior design (X_1) and visual communication (X_2) simultaneously have a significant effect on the dependent variable, namely consumer interest (Y). This is evidenced by a significance value of 0.000, which is smaller than the alpha value of 0.05, and an F-count value of 304.422, which is greater than the F-table value of 3.09.

Based on the results of the simultaneous test (F-test), it can be concluded that the variables of interior design and visual communication simultaneously have a significant effect on consumer interest in using the photobooth at Kopilogi Garut. These results indicate that the combination of attractive interior design and effective visual communication is able to increase consumer interest. Therefore, both variables play an

important role in encouraging consumers' willingness to use the photobooth service at Kopilogi Garut.

Determination Test

A coefficient of determination test is conducted to determine the extent to which the independent variables influence the dependent variable in a study. The author conducted this test to determine how much influence interior design and visual communication have on consumer interest (Ghozali, 2018). The following presents the results of the data analysis.

Table 4
Determination Test Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.929 ^a	.863	.860	3.383

a. Predictors: (Constant), Visual Communication, Interior Design

Source : Data Analyzed, 2026

Based on the table 4 the correlation value (R) is 0.929. This indicates a strong relationship between the variables of interior design (X1), visual communication (X2), and consumer interest (Y). From the coefficient of determination table above, it can be seen that the coefficient of determination (KD) or R Square (R^2) value is 0.863. This shows that the influence of the independent variables, namely interior design and visual communication, contributes 86.3% to the dependent variable, consumer interest. The remaining 13.7% is explained by other variables outside this study that may affect consumer interest apart from interior design and visual communication.

Discussion

Based on the findings of this study, both interior design and visual communication have a positive and significant influence on consumers' interest in using the photobooth at Kopilogi Garut. These findings are consistent with the current phenomenon in the coffee shop industry, where competition is no longer focused solely on the quality of products offered but also on the ability of a coffee shop to create an attractive and memorable customer experience.

As explained in the background of this study, the rapid growth in the number of coffee shops in Indonesia has intensified market competition, encouraging business owners to develop competitive advantages that can attract and retain customers. One of the strategies implemented by Kopilogi Garut is the provision of a photobooth facility supported by an aesthetically pleasing interior design and effective visual communication.

The partial hypothesis test revealed that interior design has a positive and significant effect on consumers' interest in using the photobooth at Kopilogi Garut. This finding indicates that a comfortable atmosphere, well-organized spatial layout, harmonious color combinations, and appropriate lighting are able to enhance consumers' willingness to use the photobooth. This result reflects the current consumer behavior, particularly among Generation Z, who no longer visit coffee shops merely to enjoy food and beverages but also seek visually appealing places where they can take photographs and share their experiences on social media.

Therefore, interior design has become one of the key factors in enhancing customer experience while simultaneously encouraging consumers to use the photobooth. These findings are consistent with previous studies conducted by Zakiah and Santosa (2025), Juliana et al. (2020), and Cavine and Kusumaningrum (2024), which concluded that interior design has a positive and significant influence on consumers' visiting interest.

Furthermore, visual communication was also found to have a positive and significant effect on consumers' interest in using the photobooth at Kopilogi Garut. This result indicates that information delivered through visual elements such as signage, graphic design, typography, color schemes, and digital promotional media successfully attracts consumers' attention and increases their interest in using the photobooth. This finding is consistent with current consumer behavior, which is strongly influenced by visual presentation, particularly in the era of social media. Attractive and easily understandable visual communication creates positive perceptions, encourages curiosity, and motivates consumers to experience the available facilities. Consequently, visual communication functions not only as a medium for conveying information but also as an effective marketing strategy to stimulate consumer interest.

The simultaneous hypothesis test further demonstrated that interior design and visual communication collectively have a positive and significant effect on consumers' interest in using the photobooth at Kopilogi Garut. The coefficient of determination (R^2) of 0.863 indicates that 86.3% of the variation in consumers' interest can be explained by the two independent variables, while the remaining 13.7% is influenced by other factors not included in this study. This high coefficient of determination suggests that interior design and visual communication are the dominant factors affecting consumers' intention to use the photobooth. These findings reinforce the existing phenomenon at Kopilogi Garut, where the photobooth has evolved beyond being merely an additional facility and has become one of the café's main attractions that differentiates it from competitors. Consumers tend to prefer coffee shops that provide visually appealing and memorable experiences aligned with the growing café-hopping trend, encouraging them to capture and share their moments on social media.

Overall, the findings of this study confirm that the increasing consumer demand for aesthetic and memorable experiences can be explained by the influence of interior design and visual communication on consumers' interest in using the photobooth. Therefore, Kopilogi Garut should continuously innovate its interior design and strengthen its visual communication strategies to keep pace with changing consumer preferences and market trends. By maintaining and improving these two aspects, Kopilogi Garut is expected to enhance consumer interest, strengthen its brand image as a coffee shop offering unique customer experiences, and improve its competitiveness within the increasingly competitive coffee shop industry.

CONCLUSION AND SUGGESTION

Based on the findings and discussion regarding the influence of interior design and visual communication on consumers' interest in using the photobooth at Kopilogi Garut, several conclusions can be drawn.

The interior design variable (X1) was found to have a significant effect, both simultaneously and partially, on consumer interest. This indicates that the atmosphere of the space, layout, color selection, lighting, decoration, and overall comfort are important factors in attracting customers. An aesthetically pleasing and comfortable interior design creates a positive experience for visitors, thereby increasing their interest in using the

photobooth and spending more time at the venue. The more attractive and conceptually consistent the interior design is, the greater the consumers' intention to visit and utilize the available services.

Meanwhile, the visual communication variable (X2) also demonstrated a significant effect, both simultaneously and partially, on consumer interest. Visual communication includes the use of visual elements such as promotional designs, photobooth appearance, typography, colors, logos, and visual concepts implemented across social media platforms and throughout the café. Attractive, informative, and easily understood visual communication is capable of creating a positive impression and stimulating customers' curiosity about the photobooth. Furthermore, effective visual communication strengthens the identity and brand image of Kopilogi Garut as a modern and Instagrammable destination.

In conclusion, both variables play a significant role in increasing consumer interest. Interior design contributes by creating a comfortable and engaging spatial experience, while visual communication enhances the attractiveness of the photobooth and reinforces consumers' positive perceptions of the services offered at Kopilogi Garut. Kopilogi Garut is encouraged to continuously improve the quality of its photobooth interior design to ensure it remains attractive and aligned with current trends, particularly those preferred by young consumers. The company should also pay close attention to the comfort of the photobooth area, including lighting, decoration, and layout, in order to provide visitors with a more enjoyable and memorable experience. Furthermore, visual communication should be continuously enhanced through creative promotional designs, consistent visual branding, and the effective utilization of social media platforms to increase consumer attraction and interest in the photobooth as well as other facilities offered by Kopilogi Garut.

Future researchers are encouraged to expand this study by incorporating additional variables that may influence consumer interest, such as service quality, pricing, and the influence of social media. Furthermore, future studies should consider involving a broader range of respondents or conducting research in different settings or coffee shops to enable comparative analysis and provide a more comprehensive understanding of the factors influencing consumers' interest in using photobooth services in coffee shops.

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