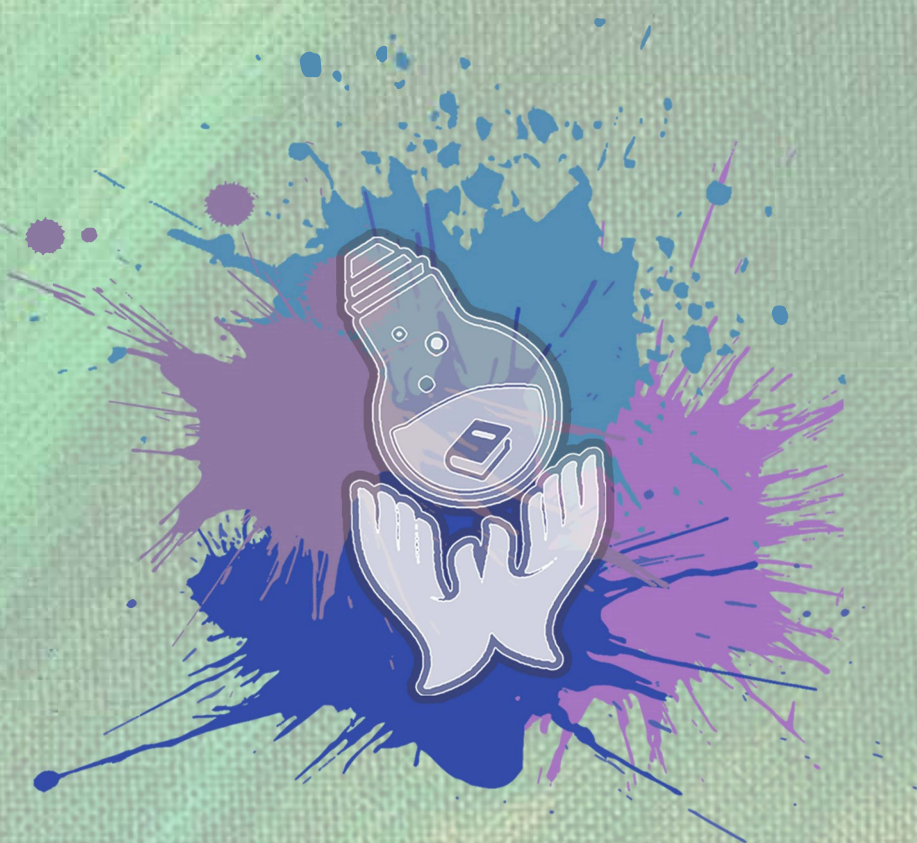




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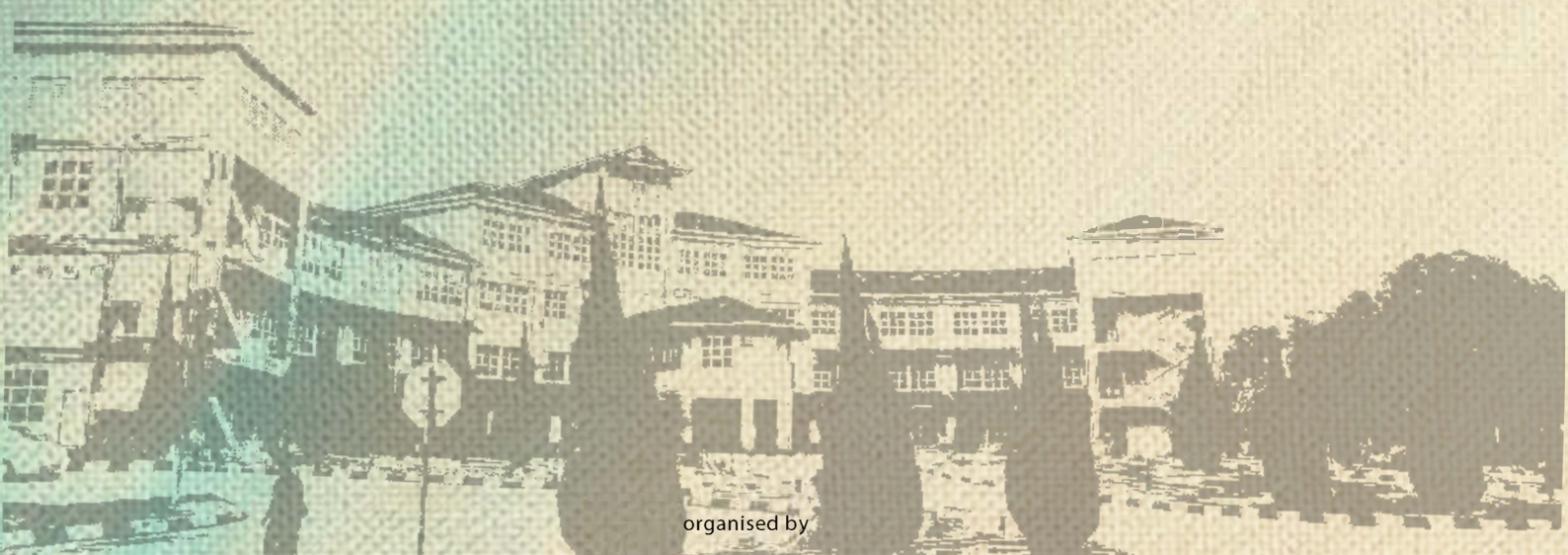


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SERI ISKANDAR CAMPUS

HOW LIGHTING INTENSITY INFLUENCE DINERS' COMMUNICATION PERFORMANCE IN RESTAURANT: A COMPARATIVE STUDY BETWEEN JIBRIL, SS15 SUBANG JAYA AND INK LIBRARY, ECO GRANDEUR

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Abstract:

This study identifies the lighting intensity used in restaurant, the communication performance of the diners, and study how the lighting intensity influence diners' communication performance in restaurant. Two restaurants with different lighting intensity was chosen for the study by distributing the same questionnaire to 25 people in each restaurant while observing the communication performance of diners. Data were analysed and compared where it is found that most diners in restaurant with low lighting intensity were aware that the lighting is insufficient and should be brighter while those in higher intensity lighting felt the lighting is sufficient and should not be brighter. The comfort levels of diners communicating in lower intensity were rather dispersed while those in higher intensity lighting all felt comfortable communicating. From the observations, it is found that diners in lower intensity light communicates in a shorter span with longer intervals while those in higher intensity lighting communicates in longer span with minimal to none intervals. It is identified that the intensity of lighting affects the communication performance of diners, though their comfort in communicating with lower intensity lighting depends on the individual. Restaurant owners should take lighting into consideration as it influences diners comfort and communication performance.

Keywords:

Communication Performance; Lighting in Restaurant; Behavior in Restaurant

1.0 INTRODUCTION

Food is not the only aspect that should be prioritized by restaurant owners. Diners will leave the restaurant with a good impression if elements other than food are also emphasized (Chaey, 2015). Diners eat out not only to enjoy the food, but also to enjoy the environment of the restaurant. Restaurants are usually a go to place for people to meet up with old friends or to spend time with their families. Therefore, the atmosphere should be able to make diners feel comfortable to communicate with the people in their group. Lighting is one of the main component that contributes to a pleasant atmosphere. It either makes people feel comfortable communicating or hinders them from communicating. The social interaction's quality and frequency can be interfered by the physical environment and social interaction can be encouraged if the room has high ceiling as well as being well lit (Jay L. Brand, 1998). Somehow, there is still a number of restaurant that disregard this element in their design. Having their restaurant poorly lit, it prevents diners from having a good conversation with the people in their group. A study should be done to prove that lighting affects the communication performance of diners.

2.0 LITERATURE REVIEW

2.1 Lighting

Lighting as defined by Merriam Webster (Merriam Webster, 2018), is illumination or ignition. It is also means, an artificial supply of light or the apparatus providing it.

2.2 Effects of lighting towards users

With reference to (Ryu & Han, 2011) lighting levels and the emotional responses and approach-avoidance behaviours of individuals are shown to have a relationship by a research. Diners feel that lighting is able to create a warm atmosphere, makes a person feel welcomed as well as creating a comfortable atmosphere.

2.3 Lighting used in restaurants

According to WebstaurantStore (2018), there are three main kinds of lighting, namely ambient lighting, task lighting and accent lighting. Based on them, the popular restaurant lighting fixtures are pendant lights, chandeliers, ceiling fans, wall lamps, track lighting, recessed lighting and utility lighting. A restaurant lighting level would impact the restaurant's mood. It either draws people in or make them uncomfortable.

3.0 METHODOLOGY

This research is done by doing an observation at the selected restaurants as well as distributing questionnaires to diners at respective restaurants. The observation done was to take note on the frequency of diners communicating with the people in their group. how long each interaction last and how long the intervals are. A set of questionnaires was built to understand the perception of diners on how they feel towards the lighting and how it makes them feel to communicate. The questionnaire consists of three sections; general information, how they feel and recommendation. It was given to the diners while they waited for their bill. It was distributed to 25 diners of the restaurant. The data was then tabulated and compared to each other. The data made from observations were also taken and compared to the data from questionnaire to see how it relates.

4.0 ANALYSIS AND FINDINGS

Jibril, SS15 Subang Jaya is found to have used a low intensity lighting in their restaurant. From the observations done, people communicated in a short span with long intervals between them. Each interaction lasted for about 3 minutes and the intervals between the interaction lasted for more than 5 minutes. It is also observed that the environment of the restaurant is noisier. This is due to the diners using a louder voice to communicate. This is possibly due to the visual obstruction caused by the low intensity of lighting. From the questionnaire, many realizes that the lighting provided is not enough, and it needs to be brighter. Though it seems how they feel communicating seems rather dispersed. Some feel comfortable while others don't. It is seemed that it is more of personal preference. The lighting intensity used in the Ink Library Café at Eco Grandeur is found to be satisfactory in terms of intensity. From the observations done, the diners communicate in long span with shorter to none intervals. From the moment they sit, they seem to have started communicating. The intervals only lasted for a maximum of three minutes. From the questionnaire, it seems that most agreed that the lighting intensity are sufficient, and it should not be brighter. They were also comfortable communicating with the lighting intensity provided in the restaurant.

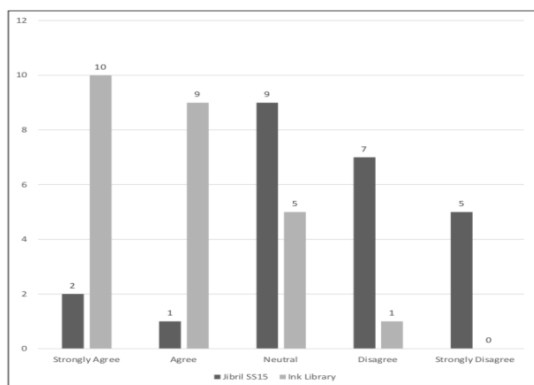


Figure 1: Question – I feel like the lighting in the restaurant is bright enough for me

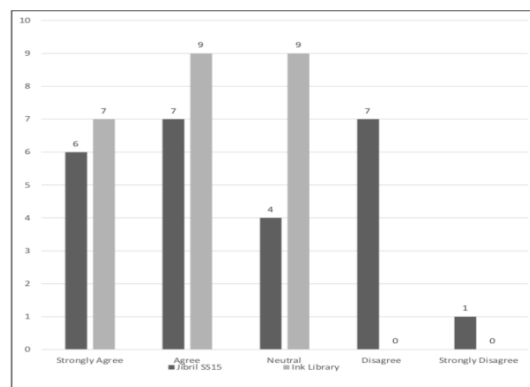


Figure 2: Question – I feel comfortable having a conversation with the current lighting situation.

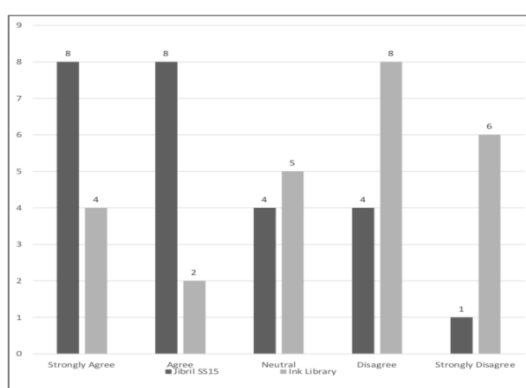


Figure 3: Question – I feel like the lighting should be brighter

5.0 CONCLUSION

This shows that people do notice if the lighting provided is sufficient or not. Though it seems that with low intensity of lighting, some agreed that they feel comfortable communicating while others disagreed with the statement. When the lighting intensity is sufficient, everyone seems to agree that they feel comfortable communicating with such lighting. This shows that restaurants should always provide diners with sufficient lighting to make them feel comfortable communicating while being in the restaurant.

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