

## The Effect Of Ambience And Service Quality Of Coworking Space On Customer Satisfaction In Bandung City

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Article Info	ABSTRACT
<b>Keywords:</b> Ambience, service quality, customer satisfaction	Coworking space is a shared workspace that is used as a place for startup workers, freelancers, and remote workers to support activities and increase work productivity. The high level of competition in the creative industry followed by a growing market share makes Coworking space in Bandung need to improve the atmosphere and quality of service to maintain its existence and grow. Coworking space users or consumers have increased from year to year causing entrepreneurs to compete for potential customers. This study aims to help coworking space entrepreneurs to find out the characteristics of coworking space users in the city of Bandung and the effect of atmosphere and service quality on customer satisfaction. The research method uses descriptive and analytical quantitative methods. Non probability sampling technique using purposive sampling with Lemeshow formula. The research data used primary data obtained through questionnaires from 141 respondents and secondary data obtained from literature studies. Data processing using IBM SPSS Statistics 23.0. The results of the analysis show that the atmosphere and quality of coworking space services have a positive and significant effect both simultaneously and partially on customer satisfaction in Bandung City. And obtained multiple regression equation $Y = 5.084 + 0.151X_1 + 0.347X_2$ where Y shows customer satisfaction, X1 shows the atmosphere, and X2 shows the quality of service.

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## INTRODUCTION

Today, the growth or development of the creative industry is increasing followed by a market share that continues to grow very rapidly requiring a business to compete in marketing the products or services they produce. For that they need to develop an appropriate marketing strategy. To be able to develop the right marketing strategy, a business needs to know who the target market is, know their needs and desires regarding products or services, and most importantly, be observant in seeing market opportunities. One of the efforts to face these challenges is to build spaces that can be used as centers of activity and interaction across creative economy actors. The space must be designed comprehensively to form an ecosystem that builds a sense of creativity and increases productivity. The subsector that can design this is the architecture subsector, such as coworking spaces. (Utami, 2018).

Coworking spaces provide various facilities for work needs such as work desks, printers, scanners and internet connections. In addition to businesses, coworking space users also include startups, remote workers, freelancers, private employees, professional workers and students. As a coworking space, it allows its users to build a professional community that has the benefit of gathering knowledge, ideas, skills, and innovation. (Bouncken et al., 2020). The number of coworking spaces worldwide increased from 16,000 to around 23,500 in 2021. In the same time coworking space users also increased from 1.6 million to 2.5 million people (Statista, 2021). It is expected that by 2024 there will be around 5 million people working in around 42,000 coworking spaces in the world. (Statista, 2021).

Reporting from Katadata.com, the Indonesian Coworking Association stated that the number of coworking spaces in Indonesia has also increased from 45 units in 2016 to 200 units in June 2018. Bandung is the first city to have a coworking space in Indonesia. Yohan Totting built Hackerspace in the Sukaluyu area in 2010. After Hackerspace was established, many other coworking spaces emerged. In general, the trend of coworking spaces is on the rise, but in reality there are several obstacles in the field. The rise of coworking spaces in Bandung has triggered intense business competition in this sector. Coworking space business players compete with each other with the aim of developing market coverage and maintaining their existence. After conducting a field survey in the city of Bandung, there are several coworking spaces that are empty of visitors. In the city of Bandung, there are coworking spaces that are not successful in competing so that they experience bankruptcy and business closures, and there are coworking spaces that apply temporary closures. In addition to the reason for the unstable level of visitors, the closure of this business occurred because there are still many people who do not understand the concept of coworking space and still equate it with cafes and coffee shops and services that do not instill coworking space values. (Surbakti & Danil, 2020). Of the 24 coworking spaces in Bandung City, three places have closed, one has changed its function to a full office rental, and one coworking space is only used by one community. (Maemanah, 2018).

From this phenomenon, the function of the atmosphere and coworking space services has not been said to be optimal. Maemanah's research (2018) states that the failure of coworking spaces is due to the atmosphere of the physical environment that does not pay attention to the social needs of its users. Environmental atmosphere and service factors are things that consumers consider in choosing a coworking space. This statement is supported by previous research conducted by Alatas (2020), which states that the atmosphere of coworking space and service quality affect customer satisfaction and customer loyalty at Gahwa Coworking space.

Based on this description, the researcher's interest arises to test and study, "The effect of atmosphere and quality of coworking space services on customer satisfaction in Bandung City". The formulation of the problem in this study based on this description, namely: 1) How does the coworking space atmosphere affect customer satisfaction in the city of Bandung? 2) How does the quality of service affect customer satisfaction at coworking spaces in Bandung?. 3) How does the atmosphere and quality of coworking space services simultaneously affect customer satisfaction in Bandung City?

The objectives of this research activity are : 1) Knowing the effect of coworking space atmosphere on customer satisfaction in Bandung City. 2) Knowing the effect of service quality on customer satisfaction at coworking spaces in Bandung City. 3) Knowing the effect of the atmosphere and quality of coworking space services simultaneously on customer satisfaction in Bandung City.

## METHODS

This study uses a quantitative and analytical approach research method. The population in this study are consumers who have used coworking space services in Bandung City. The sampling method in this study was a non-probability sampling technique with sampling using purposive sampling method. (Ibrahim et al., 2023) namely members of the community who match the characteristics of the study. In this study, the determination of the sample size with the formulation of Lemeshow, obtained a minimum sample size of 97 respondents, then the sample size in this study was 141 respondents. The method of collecting and retrieving data using a questionnaire that has met the validity and reliability tests. The distribution of questionnaires in this study used google form media. Researchers directly visited coworking spaces scattered in Bandung City and asked permission from related coworking spaces to collect data on consumers. In addition, researchers are looking for coworking space consumers through social media Instagram. There are accounts marked by coworking space social media accounts, either providing testimonials or just sharing experiences enjoying coworking space services. Researchers contacted each of these accounts one by one to fill out a research questionnaire. Data processing in this study using descriptive analysis and correlation analysis and multiple linear regression analysis with the help of SPSS version 23 software.

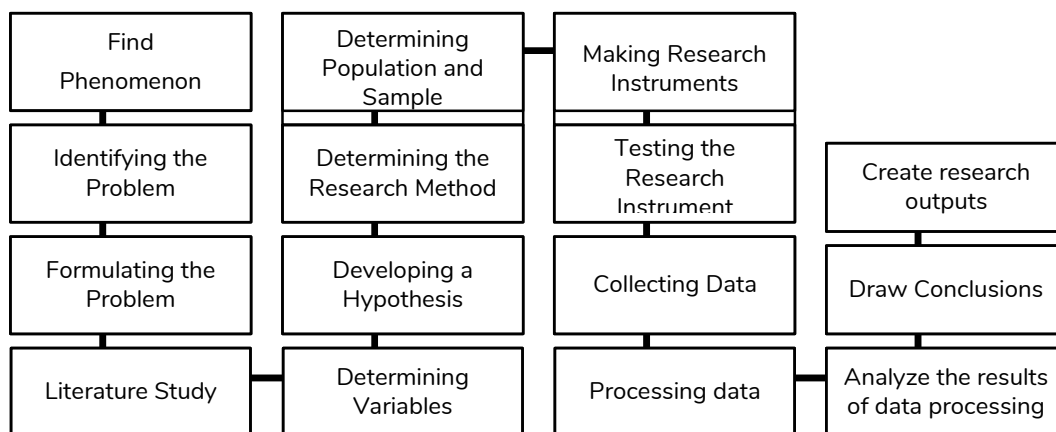


Figure 2. Research Procedure

### Relationship between *Coworking space* atmosphere and customer satisfaction

Levy and Weitz (2012) in Ansori (2017) state that consumer purchasing behavior is influenced by the atmosphere. If the atmosphere created is attractive, consumers are provoked to visit and enjoy the service. With a comfortable atmosphere, consumers will feel

satisfied and want to linger in the *coworking space* area. Then when consumers have used *coworking space* services and feel the atmosphere is as expected, consumer satisfaction also increases.

### Relationship between Service Quality and Customer Satisfaction

Tjiptono (2019) states that service quality is related to customer satisfaction. After consumers enjoy the services provided, consumers will evaluate the results of these services. Consumers make their expectations a basis or standard for being satisfied. Kotler (2019) also argues that customer satisfaction can be achieved by offering quality services. Consumers will directly assess the services provided so that efforts are needed to improve the service quality system to match consumer expectations and increase their satisfaction. One of the important factors in determining customer satisfaction is service quality. (Adhari, 2021). Contentment perception of service quality that is more than expected realizes customer satisfaction.

### Framework of Thought

This study will examine the effect of atmosphere ( $X_1$ ) and service quality ( $X_2$ ) on customer satisfaction ( $Y$ ). Service assesses any action or activity that can be offered by one party to another party is basically intangible. Meanwhile, customer satisfaction is a measure of the success of a business in transferring value to consumers which is influenced by certain factors. This research is expected to examine the effect of service quality on *coworking space* customer satisfaction. Some previous experts have researched this and have concluded that service quality has a significant influence on customer satisfaction, but no such research has been found in the case of *coworking spaces* in Bandung City, so this study aims to examine the effect of service quality on customer satisfaction of *coworking spaces* in Bandung City.

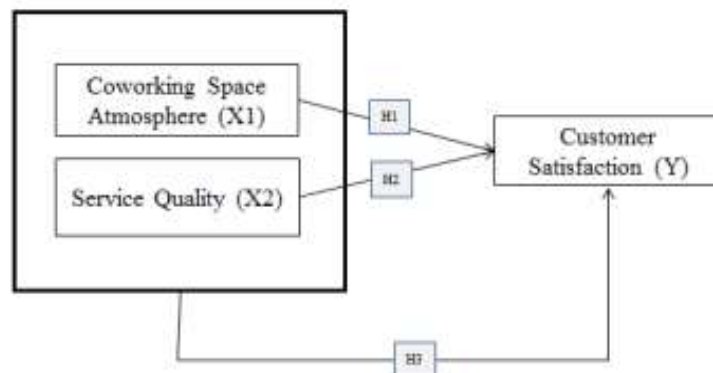


Figure 1. Framework of Thought

### Hypothesis

This study measures the effect of the atmosphere and service quality variables of *coworking spaces* on customer satisfaction in Bandung. The following is the hypothesis in this study, namely:

H<sub>1</sub> : Coworking space atmosphere variables affect customer satisfaction

H<sub>2</sub> : Coworking space service quality variables affect customer satisfaction

H<sub>3</sub> : Coworking space atmosphere variables and service quality simultaneously affect customer satisfaction.

## RESULTS AND DISCUSSION

This study uses a sample of 141 respondents who have used coworking space services in Bandung City. There were 14 respondents (9.9%) aged 20 years or less than 20 years, 99 respondents (70.2%) aged 21-25 years, 17 respondents (12.1%) aged 26-30 years, 8 respondents (5.7%) aged 31-35 years and 3 respondents (2.1%) with an age of more than 36 years. These results provide information that most of the respondents in this study were aged 21-25 years.

Based on the last level of education, 63 people or 44.7% of the total respondents have a high school education or equivalent. There are 60 people with the last education D4 or S1 amounting to 42.6% of the total respondents, 11 people with the last education D3 amounting to 7.8% of the total respondents, 7 respondents with the last education S2 amounting to 5% of the total respondents.

Based on the type of work, the largest number of respondents who filled out the questionnaire had a work background as a student, totaling 50 people or 35.5% of the total respondents. Then as a Remote Worker, there were 28 people or 19.9% of the total respondents. As many as 23 people or 16.3% of the total respondents as Freelance. Meanwhile, private employees amounted to 23 people or 16.3% of the total respondents. Furthermore, entrepreneurs amounted to 17 people or 12.1% of the total respondents.

Based on the Frequency of Use of Coworking space, the number of respondents who use Coworking space every day is 15 people or 10.6% of the total respondents. There are 76 people or 53.9% of the total respondents with the frequency of using Coworking space once a week. While the frequency of using Coworking space 1-3 months once there are 50 people or 35.5% of the total respondents.

Based on the number of coworking spaces that have been used, there are 94 respondents or 66.7% of the total respondents with only one coworking space used. As many as 24 people or 17% of the total respondents with two coworking spaces used. While 13 people or 9.2% of the total respondents with three coworking spaces used. Furthermore, there are 10 people or 7.1% of the total respondents with more than four coworking spaces used.

### Validity

The validity test of the questionnaire shows that all statement items of the atmosphere variable ( $X_1$ ), service quality variable ( $X_2$ ), and customer satisfaction ( $Y$ ) have a value of  $r_{count} > r_{table}$  (0.361). So that the questionnaire can be declared valid and all items of atmosphere ( $X_1$ ), service quality variables ( $X_2$ ), and customer satisfaction ( $Y$ ) can be used as a measuring tool for the influence of atmosphere and service quality on customer satisfaction.

### Reliability

The reliability test of the questionnaire shows that the atmosphere variable ( $X_1$ ), the service quality variable ( $X_2$ ), and customer satisfaction ( $Y$ ) have a Cronbach Alpha value  $> 0.70$ . Thus, the statements in this research instrument can be declared reliable and can be

used as a measuring tool for the effect of atmosphere and service quality on customer satisfaction.

### Normality

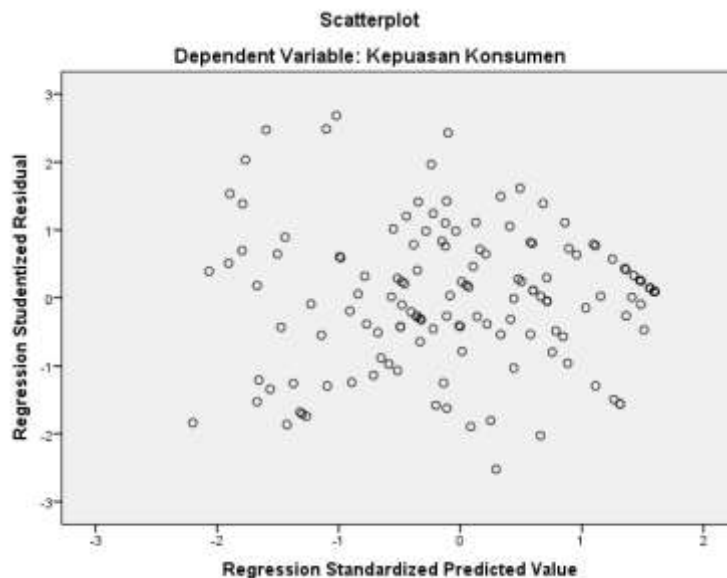
**Table 1. Normality Test Results**  
**One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		141
Normal Parameters <sup>a,b</sup>	Mean	,0000000
	Std. Deviation	2,94069641
Most Extreme Differences	Absolute	,065
	Positive	,052
	Negative	-,065
Test Statistic		,065
Asymp. Sig. (2-tailed)		,200 <sup>c,d</sup>

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

Based on table 1, the Sig. value on Kolmogorov-Smirnov 0.200 states that the data is normally distributed because it is in accordance with Purnomo's theory (2016), with a sig. > 0.05, the data in this study is normally distributed and can be used in further estimation.

### Heteroscedasticity Test



**Figure 3. Scatterplot Graph**

Source: Processed data, 2023

Based on this figure, the results of the heteroscedasticity test on the effect of atmosphere and quality of coworking space services on customer satisfaction in Bandung City show Scatterplot results that have scattered points, so it can be concluded that there are no symptoms of heteroscedasticity.

### Multicollinearity Test

The author conducts a multicollinearity test to test the regression model of this study, it can be said to be good or not. Then identify whether there is a correlation between independent variables or not. Ghozali (2016) states that a good regression model has a Tolerance value > 0.1 and a VIF value < 10 so that there are no multicollinearity symptoms.

**Table 2.** Multicollinearity Test

Model		Collinearity Statistics <sup>a</sup>	
		Tolerance	VIF
1	Suasana	,441	2,267
	Kualitas Layanan	,441	2,267

a. Dependent Variable: Kepuasan Konsumen

Based on the output results in Table 2, it can be seen that the atmosphere and service quality variables have a tolerance value > 0.1 and a VIF value < 10, so it can be concluded that there are no multicollinearity symptoms.

### Correlation Analysis Results

The correlation test was conducted to determine the relationship or correlation of each research variable.

**Table 3.** Correlation Test Results

		Correlations		
		Atmosphere	Service Quality	Consumer Satisfaction
Atmosphere	Pearson Correlation	1	,748**	,707**
	Sig. (2-tailed)		,000	,000
	N	141	141	141
Service Quality	Pearson Correlation	,748**	1	,791**
	Sig. (2-tailed)	,000		,000
	N	141	141	141
Consumer Satisfaction	Pearson Correlation	,707**	,791**	1
	Sig. (2-tailed)	,000	,000	
	N	141	141	141

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Source: SPSS

Based on table 3, information is obtained that shows the magnitude of the correlation or partial relationship between the atmosphere variable ( $X_1$ ), service quality ( $X_2$ ), and customer satisfaction variable (Y). Table 3 shows that there is a significant partial correlation between atmosphere and customer satisfaction, as well as a significant correlation between coworking space service quality and customer satisfaction, and between atmosphere and coworking space service quality in Bandung.

## Coefficient of Determination

**Table 4.** Model Summary

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,810 <sup>a</sup>	,656	,651	2,962

a. Predictors: (Constant), Kualitas Layanan, Suasana

b. Dependent Variable: Kepuasan Konsumen

Source: SPSS output

Based on table 4, the R Square value (coefficient of determination) is 0.656 (65.6%), which indicates that customer satisfaction depends (is influenced) on the atmosphere and quality of coworking space services simultaneously by 65.6%. Meanwhile, 34.4% is influenced or depends on other variables not examined in this study.

## Simple Linear Regression Analysis

**Table 5.** F Test Results

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2303,635	2	1151,817	131,291	,000 <sup>b</sup>
	Residual	1210,677	138	8,773		
	Total	3514,312	140			

a. Dependent Variable: Kepuasan Konsumen

b. Predictors: (Constant), Kualitas Layanan, Suasana

Source: SPSS output, 2023

Based on table 5, it can be seen that Sig. 0.000, this value <0.05, it can be concluded that the variables of service quality and coworking space atmosphere are feasible to use as predictors of customer satisfaction, or in other words, service quality and coworking space atmosphere simultaneously affect customer satisfaction in Bandung.

**Table 6:** Coefficient of Regression Equation

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5,084	2,212		2,298	,023
	Suasana	,151	,043	,263	3,500	,001
	Kualitas Layanan	,347	,044	,594	7,891	,000

a. Dependent Variable: Kepuasan Konsumen

Source: SPSS output, 2023

Based on table 6, the form of multiple regression equation is obtained as follows:

$$Y = \alpha + \beta X_1 + \gamma X_2 \rightarrow Y = 5.084 + 0.151X_1 + 0.347X_2$$

## Description:

Y = estimated value of variable customer satisfaction

$\alpha$  = constant

$X_1$  = the value of the atmosphere variable

$X_2$  = service quality variable value

From the regression equation, it can be explained that if there are no atmosphere and service quality variables, the customer satisfaction of coworking space users in Bandung is 5.084. If the atmosphere increases by one unit, it will be followed by an increase in customer satisfaction of coworking space users by 0.151 units. Meanwhile, a one-unit increase in service quality results in an increase in customer satisfaction of 0.347 units. Based on this analysis, atmosphere and service quality are variables that need to be considered in increasing customer satisfaction.

### Hypothesis Testing Results

The formulation of hypothesis testing in this study with the t test is as follows:

Hypothesis 1:

$H_0$  : Coworking space atmosphere has no effect on customer satisfaction

$H_1$  : Coworking space atmosphere affects customer satisfaction

Hypothesis 2:

$H_0$  : Coworking space service quality has no effect on customer satisfaction

$H_1$  : Coworking space service quality affects customer satisfaction

In testing this hypothesis, at a significance level of 5% in decision making.

**Table 7.** Hypothesis Testing Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5,084	2,212		2,298	,023
	Suasana	,151	,043	,263	3,500	,001
	Kualitas Layanan	,347	,044	,594	7,891	,000

a. Dependent Variable: Kepuasan Konsumen

Source: SPSS output, 2023

Based on table 7, it is obtained that the t value = 3.500 for the atmosphere variable ( $X_1$ ) is greater than 1.9773 (t table) so that the hypothesis  $H_1$  is accepted or  $H_0$  is rejected, and the sig value of 0.001 < 0.05 means that the atmosphere of coworking space has a positive effect on customer satisfaction in Bandung. Furthermore, the result of the t value = 7.891 for the service quality variable ( $X_2$ ) is greater than 1.9773 (t table) so that the hypothesis  $H_1$  is accepted or  $H_0$  is rejected, and the sig value of 0.000 < 0.05 means that the quality of coworking space services has a positive effect on customer satisfaction in the city of Bandung.

### The Effect of Coworking space Atmosphere on Consumer Satisfaction in Bandung City

Based on the SPSS output that has been described, it is obtained that there is a significant positive influence between the atmosphere of coworking space on customer satisfaction. The amount of influence is shown in the correlation test output, with a correlation coefficient of 70.7%, this value shows a strong correlation or relationship between the atmosphere of the coworking space and customer satisfaction. Descriptive analysis also supports that consumer responses related to physical atmosphere factors such as ambience, aesthetic facilities, layout, functionality, and cleanliness, as well as social

atmosphere factors such as interactions between consumers, interactions between consumers and coworking space employees, development of professional activities, and application of coworking space culture.

The ambience indicator includes the quality of temperature and lighting of a coworking space. The majority of respondents answered that the quality of temperature and lighting makes consumers comfortable. The comfort felt by consumers will increase their level of satisfaction so it should be improved. In accordance with research conducted by Darusuprpta (2019) on the study of environmental atmosphere factors on customer attraction to coworking spaces in Yogyakarta. The results of his research state that the atmosphere of coworking space has a positive effect on customer satisfaction. The atmosphere can cause consumer emotional responses.

Furthermore, in the Facilities aesthetic indicator, the majority of coworking spaces also have rooms and facilities that contain aesthetic elements. The aesthetic element will make consumers comfortable lingering in the coworking space. Kinasih's research (2020) also states that aesthetic value affects coworking space customer satisfaction, the better the aesthetic value offered and perceived by consumers, the higher consumer satisfaction in using coworking space.

Layout indicators are also no less important to measure customer satisfaction, the arrangement of space and facilities such as desks needs to be considered so that consumer mobility is not disturbed. For example, private offices must be stored in a place far from the event space because if an event is being held at the coworking space it does not interfere with private office tenants who are working. This is in line with research conducted by Darusuprpta (2019) which states that room design will affect customer satisfaction so that room design and presentation must be planned according to daily operations. Furthermore, in functional indicators, ergonomic seating and toilets that function properly are measured so that consumers still feel that the available facilities can function to a good standard. Then in terms of cleanliness also needs to be considered in this physical atmosphere. Spaces, tables, and chairs that look clean will make the people inside feel comfortable when working.

Social atmosphere factors such as interaction between members are a crucial part of coworking spaces. To function as a collaborative space, the coworking space atmosphere must support interaction between members. The results of the descriptive analysis state that coworking spaces in Bandung City have given equal rights to every consumer in communicating and the environment supports mutual interaction. In addition, communication with employees is also necessary because occasionally consumers will need employee assistance to solve their problems or submit complaints. The individual development factor in coworking spaces must also be done by supporting consumers through the facilities provided such as fast internet networks. Another thing to note in the social atmosphere is culture, the need for socialization of coworking space culture so that it can achieve the maximum collaborative level in accordance with the core values of coworking space according to Gormar (2022), namely, Openness, Collaboration, Sustainability, Community, and Accessibility.

Openness is the main value in an interaction. Coworking space users come from

different backgrounds, without mutual trust and openness between members, it will be difficult to build collaboration. Collaboration will be built if users can utilize differences in background expertise with other users. A person who works in the field of visual communication design can build collaboration with people who work in advertising. This collaboration can be sustainable to form a certain community. Accessibility or ease of access for all interested parties in the coworking space will support the smooth running of the community's activities. (Rese et al., 2022).

### **The Effect of Coworking space Service Quality on Consumer Satisfaction in Bandung City**

Based on the SPSS output previously described, the results show that there is a significant positive influence between service quality on customer satisfaction. The amount of influence is shown in the correlation test, with a correlation coefficient of 79.1%, this value shows a strong correlation or relationship between the quality of coworking space services and customer satisfaction. One of the keys to consumer satisfaction is the service provided by coworking space employees or employees in the form of physical service, reliability, empathy, responsiveness and service guarantees. (Tjiptono & Chandra, 2019).

Employees who have a high sense of empathy will not differentiate between consumers and will treat every consumer with the same polite treatment. When employees provide services that are thorough, accurate and as promised, consumers will feel happy and their satisfaction will increase. Moreover, if employees provide services that are responsive and alert to complaints, consumers will be more interested in coworking space. (Idrus, 2019). Even important factors such as maintaining consumer confidentiality also need to be considered for quality service. This guarantee is important because according to Rese (2022) coworking space users include startups, freelance, and remote workers who require information security.

Based on these data, coworking space entrepreneurs in Bandung City can consider the atmosphere factor and the quality of their business services, because it will greatly affect customer satisfaction. To be able to maintain business in competition and avoid failure, an eye-catching and aesthetic atmosphere can be used without forgetting the service factor that is polite and supports the creativity and collaboration of coworking space users.

## **CONCLUSION**

The research conclusions show 1) The atmosphere of *coworking space* affects customer satisfaction in Bandung City, the magnitude of the relationship or correlation between the atmosphere of *coworking space* and customer satisfaction is shown by the correlation coefficient  $R = 0.707 = 70.7\%$ , which means it has a very strong and significant correlation. 2) The quality of *coworking space* services affects customer satisfaction in Bandung City, the magnitude of the relationship or correlation between the quality of *coworking space* services and customer satisfaction is indicated by the correlation coefficient  $R = 0.791 = 79.1\%$ , which means it has a very strong and significant correlation. 3) The atmosphere and quality of *coworking space* services simultaneously on customer satisfaction has an *R Square* of 0.656 (65.6%) indicating that the atmosphere and quality of *coworking space* services simultaneously contribute 65.6% to customer satisfaction, while 34.4% is explained or

depends on other factors not examined in this study. 4) A clean and comfortable physical atmosphere equipped with a collaborative culture and accurate service quality at a macro level will optimally create *coworking space* customer satisfaction. This means that the better the atmosphere and quality of service offered by the *coworking space*, the higher the satisfaction felt by consumers towards the *coworking space* used. The research suggestion is that from the results of this study there are still 34.4% depending on other factors, apart from the atmosphere and quality of service that affect customer satisfaction which are not examined in this study, therefore it is necessary to continue this research in the hope of providing renewal, namely by looking for other variables that can increase customer satisfaction.

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