

ABSTRACT

The coffee business in Bandung City has increased every year, until now there are more than 627 shops that sell coffee menus. The increase in the coffee business is directly proportional to the increase in human lifestyles that use coffee *shops* as a place for work or study activities.

The lifestyle of working or learning from *a coffee shop* is consumer behavior towards a place. Thus, to create an atmosphere and facility design that is able to support this lifestyle, the basis of the concept used in this study is the Relationship of Environmental Architecture with Behavior. This research aims to create a design that is influenced by user behavior, as well as user behavior influenced by space.

Bahagia Kopi is one of the *coffee shops* in Bandung City that has the potential to be used as a coffee *shop* recommendation that is suitable for work or study activities for people with this lifestyle. Data collection in this study uses a design approach with qualitative methods including observation instruments, interviews, questionnaires and literature studies. Thus, the results of the space design can be a recommendation for space design as an effort to develop a marketing strategy with components of consumer preferences.

Keywords: *Coffee Shop, Space Design, Atmosphere, Facilities, Consumer Preferences*