

The Response to the reviewer's comments about “PENGARUH VARIABEL INTERIOR DAN MUSIK TERHADAP PERSEPSI PENGALAMAN ROMANTIS PENGUNJUNG KAFE” paper.

Reviewer A (Reviewer 1)

Jurnal sudah baik (all good)

Reviewer B (Reviewer 2)

Revisi hanya untuk bagian abstrak

The comment:

Abstrak bahasa inggris harap diperbaiki dengan memanfaatkan layanan read proof profesional atau native.

Response:

Merevisi abstrak menggunakan layanan read proof professional

Before Modification :

Abstract (1st paragraph)

Café's interior atmosphere that can provide a romantic experience may attract couple visitors. In previous studies, the interior variables that can create romantic experience are explained separately. This study tested the combined effect of colored tablecloth, music, and lighting variables on the perception of romantic experience. Twenty pairs of respondents were involved to assess some conditions of the above combined variables and identified most effective condition in supporting the romantic atmosphere. This research resulted in red color tablecloth on café and classical music can create perception of romantic experience better than the purple tablecloth and jazz music. In supporting that condition, a warm lighting quality with intensity of 11 lux was set up. Conclusions of this research can be stated that the combined effect of colored red tablecloth and classical music does give effect on romantic experience. The result of this research can be use of basis for designing or TOR (term of references) related to perception towards the romantic experience of café's visitors. The result of these research be enriched by capturing the behaviour indicator of respondent through observation, interviews, and video recording to obtain further explanation about respondent's attitude related romantic experience of café's visitor.

Modification:

Abstract (1st paragraph)

The atmosphere of a café interior that gives romantic experience is desirable for couples in love. In the preliminary research, the influence of the supporting variables of the romantic experience is revealed separately. Regarding to this, this study aims to investigate the combination from the variables of tables' colors, music, and lighting on the perception of romantic experiences. Twenty-couple respondents are involved to consider the condition of those variables in building romantic atmosphere in the cafe. The finding generally shows that the tables with red color and classical music are more able to create romantic experience perception compared to purple tables and Jazz. In supporting stimulus or the variables of colors and music, the intensity of dim lighting is used. The research finding is gained from the perception response given by the research subject discovering that the variable of interior color, red, has a higher average score compared to purple. The same case occurs to the music choice, in which classical music gains a higher average score compared to Jazz.