

ABSTRACT

Now the coffee shop is a promising business. A variety of coffee shops, from standard coffee shops to exclusive coffee shops. Drinking coffee for the people of Indonesia has become a lifestyle. Many choices of places to drink coffee in the city of Bandung, one of which is Masagi Koffee, located on Jl. Gunung Kareumbi no 1-B Ciumbuleuit. The purpose of this study was to determine the problems in the comfort and safety of furniture in Masagi Koffee so as not to be exposed to direct sunlight and rain. The research used is a qualitative approach, which describes and explains and provides a description of what was studied based on interviews, observations obtained in the study of the owner, as well as existing documents. The conclusion of this study is that it should pay attention to several other customer comfort factors such as the design of chairs and outdoor tables which are less comfortable due to sun or rain. For this problem, Masagi Koffee should add the umbrella interior as a personal protection for consumers so as to provide comfort and security better than the previous interior.

Keywords: Coffee Shop, Masagi Koffee, Umbrellas, Bandung.