Pengaruh Place Attachment, User Experience, dan Social Influence terhadap Fungsi Ruang Kolaborasi
bagi Generasi Muda
Saffanie Henidar Safitri, Alia Bihrajihant Raya, S.P., M.P., Ph.D.; Prof. Ir. Mujtahidah Anggriani Ummul Muzayyanah,
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Pengaruh *Place Attachment, User Experience,* dan *Social Influence* terhadap Fungsi Ruang Kolaborasi bagi Generasi Muda

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ABSTRAK

Tatanan sosial baru menuntut ruang kerja dan interaksi yang semakin fleksibel dan terkoneksi melalui ruang-ruang kolaboratif. *Coffee shop* adalah salah satu bentuk ruang kolaborasi modern yang menjadi pilihan bagi generasi muda untuk bekerja, belajar, dan membangun jejaring sosial. Oleh karena itu, penelitian ini bertujuan untuk menganalisis loyalitas generasi muda dan menganalisis fungsi pemanfaatan ruang kolaborasi. Variabel yang digunakan yaitu *place attachment*, *user experience*, *social influence*, loyalitas pengguna ruang kolaborasi, dan fungsi ruang kolaborasi. Lokasi penelitian terpilih adalah *coffee shop* di Kabupaten Sleman, Kabupaten Bantul, dan Kota Yogyakarta. Analisis data menggunakan uji proporsi dan SEM-PLS. Pengambilan sampel dilakukan dengan teknik *accidental sampling* dengan total 248 pengguna. Hasil menunjukkan bahwa masih sebagian kecil pengguna ruang kolaborasi memiliki tingkat loyalitas tinggi akan ruang kolaborasi dan hanya sebagian kecil pula pengguna dengan tingkat pemanfaatan fungsi ruang kolaborasi yang tinggi. Loyalitas pengguna dipengaruhi secara langsung oleh *place attachment*, *user experience*, *social influence*. Pemanfaatan fungsi ruang kolaborasi dipengaruhi secara langsung oleh *place attachment*, *social influence*, dan loyalitas pengguna ruang kolaborasi. Loyalitas pengguna ruang kolaborasi berhasil dalam memediasi *place attachment*, *user experience*, *social influence* untuk pemanfaatan fungsi ruang kolaborasi.

Kata kunci: ruang kolaborasi; *coffee shop*; loyalitas pengguna; generasi muda

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The Effect of Place Attachment, User Experience, and Social Influence on the Function of Collaboration Spaces for the Younger Generation

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ABSTRACT

The emergence of a new social order has increased the demand for workspaces and interaction environments that are more flexible, adaptive, and interconnected through collaborative spaces. Coffee shops have consequently evolved into one of the contemporary forms of collaborative spaces, particularly favored by younger generations as places for working, studying, and establishing social networks. Therefore, this study aims to analyze the loyalty of young generations toward collaborative spaces and to examine the functional utilization of such spaces. The variables employed in this research include place attachment, user experience, social influence, collaborative space user loyalty, and collaborative space function. The research was conducted in selected coffee shops located in Sleman Regency, Bantul Regency, and Yogyakarta City. Data analysis was performed using proportion tests and Structural Equation Modeling–Partial Least Squares (SEM-PLS). Respondents were selected through an accidental sampling technique, resulting in a total of 248 participants. The findings reveal that only a small proportion of collaborative space users demonstrate a high level of loyalty toward collaborative spaces, and similarly, only a limited proportion exhibit a high level of collaborative space function utilization. User loyalty is directly influenced by place attachment, user experience, and social influence. The utilization of collaborative space functions is directly influenced by place attachment, social influence, and collaborative space user loyalty. Collaborative space user loyalty was found to successfully mediate the relationships between place attachment, user experience, and social influence toward the utilization of collaborative space functions.

Keywords: *collaborative space; coffee shop; user loyalty; young generation*