

# Observation of Interior Facilities Standards Boutique Hotel in Bandung City

Tasya Izdianazia<sup>a,1</sup>, Rangga Firmansyah<sup>b,2\*</sup>, Ariesa Farida<sup>b,3</sup>, Tita Cardiah<sup>4</sup>

Interior Design Study Program, School of Creative Industries, Telkom University  
JL. Telekomunikasi, Terusan Buah Batu, Bandung, Jawa Barat, Indonesia 40257)

<sup>1</sup> [tasyaizdianaziaa@student.telkomuniversity.ac.id](mailto:tasyaizdianaziaa@student.telkomuniversity.ac.id); <sup>2</sup> [ranggafirmansyah@telkomuniversity.ac.id](mailto:ranggafirmansyah@telkomuniversity.ac.id); <sup>3</sup> [Ariesafarida@telkomuniversity.ac.id](mailto:Ariesafarida@telkomuniversity.ac.id);

<sup>4</sup> [titacardiah@telkomuniversity.ac.id](mailto:titacardiah@telkomuniversity.ac.id)



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## ABSTRACT

Boutique hotels are an attraction for tourists to do a staycation because this hotel has unique designs and characteristics with different themes. With that, boutique hotels in Bandung can be a solution for tourists to do staycations as an accommodation to refresh physically and mentally, which can increase hotel occupancy in Bandung. Based on the standard evaluation of boutique hotel interior facilities, these three boutique hotels already have the appropriate standardization according to the classification of star hotels based on the Decree of the Directorate General of Tourism No. 12/U/II/88. Boutique hotels still need provisions. So, Boutique Hotel will do research by observing and using descriptive qualitative research methods on several 3-star boutique hotels in the city of Bandung by making comparisons of the three hotels regarding standards at boutique hotels based on the shape of the facade, the style of the building, the theme, and the interior atmosphere. And hotel staff services. In addition, based on the organization of space in boutique hotels. So, this study found that boutique hotels have used boutique hotel standards and still use the standards of existing 3-star hotels. Thus, the standards in the three hotels can act as a reference in designing boutique hotels

## KEYWORDS

Boutique Hotel  
Interior  
Facility  
Evaluation  
Standardization

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## 1. Introduction

Bandung is famous for exciting destinations or places to visit, such as historical tours, culinary tours, potential natural beauty, shopping areas, and locations for other fun activities. Currently, developments in the tourism industry, such as hotels with unique designs, are starting to emerge to attract tourists. In addition, the city of Bandung has an inherent image as a tourist city.

There are various ways to release stress, such as avoiding bad habits, managing healthy and nutritious eating patterns, relaxing, practicing breathing, doing fun activities, exercising to maintain fitness, establishing harmonious relationships, avoiding being alone, and doing daily activities. Regularly, taking time for yourself and your family, and especially doing vacation or tourism activities. These activities aim to restore physical and mental strength. In a situation like that, the solution that can be done by city residents besides resting is to travel by visiting a place that can have a positive effect, such as providing psychological calm to body and soul. One of the activities that can carry out to achieve this goal is a staycation (Sukadiyanto 2010).

Staycation is a new phenomenon that has emerged in the current era for city dwellers who do it for a short time. Bandung is one of the big cities with people who follow this trend. According to (William Putra Utomo 2019), there are three favorite destinations as exciting tourist spots to visit, namely Jogja, Bandung, and Bali. The large number of tourists who visit the city of Bandung during vacation activities has an impact on the increasing demand for hotel room rentals. Hotels have become a necessity of human

activity. Staycation is one of the activities carried out by staying somewhere in the middle of the city or on the city's outskirts. Staycation activities are very closely related to the community's need for comfort and a sense of relaxation due to stress after daily monotonous activities. So, it can be concluded that 'staycation' can have a calming effect on the mind, body, and soul supported by aesthetic aspects that involve different reactions and experiences in a place visited. Currently, one type of hotel that is starting to attract visitors because of its uniqueness and concept in each hotel in carrying out the staycation vacation trend is a boutique hotel.

A boutique hotel is a hotel that can attract visitors because it has a design style and service that is different from the usual hotel. From a study put forward by (Anhar 2001) about the characteristics of originality, most boutique hotels have a different concept from other star hotels, so a hotel has a strong identity with a unique style. Based on the classification of star hotels according to the Decree of the Directorate General of Tourism No. 12/U/II/88 February 25, 1988. Boutique hotels don't have provisions. Therefore, this study aims to determine the standardization of boutique hotels by implementing existing characteristics and facilities by observing boutique hotels in Bandung, such as Tama Boutique Hotel, Ivory Hotel, and Noor Boutique Hotel.

## 2. Literature Review

### 2.1 Hotel Definition

According to (E. Sujana, 2015) a hotel is a business entity or company that provides lodging service accommodation, as well as providing food and drink facilities, as well as sleeping areas or rooms that are used for resting users or guests by making transactions and providing services and facilities by those offered by the management and hotel manager.

Meanwhile, according to (Apandi & Baharta, 2015) a hotel is a building, symbol, and business entity that provides accommodation services and lodging services, food and drink, and other services that the public can use to stay overnight or as a community that uses the facilities provided. by hotels. As described by (Medlik & Ingram, 2000), hospitality is a business or service related to human travel, which is a place to stay and a means of moving people for various activities such as business, religion, tourism, meetings, and others.

Based on the definition of a hotel that has been explained, it can be concluded that a hotel is a business that provides facilities that do not only provide accommodation. However, there are other supporting facilities as support. So, visitors can use these facilities because they follow the price and services provided.

### 2.2 Boutique Hotel Definition

A boutique hotel is a small hotel that offers unique and luxurious rooms rented for short periods to tourists by having a unique, intimate, and unusual design and offering personal service like a five-star hotel. Thus, a boutique hotel has a small number of rooms (Panait, 2009). Meanwhile, according to (Mcintosh & Siggs, 2005), boutique hotels provide quality and unreal experiences to guests by facilitating psychological emotions, imagination, knowledge, and experience. Aspects of efficiency and comfort must be considered in designing the interior of a hotel. Both aspects affect hotel design by considering the interests of hotel visitors, who are the hotel's target (Nurhalisa et al., 2022), In addition, boutique hotels have quality service, intimate design, strategic location, use modern decorations and unique interior designs with an application of concepts and themes throughout the building that provides nuances and experiences for visitors to be interested (Nurhalisa, Wismoyo, and Farida 2022). Boutique Hotels are called "lifestyle hotels" or "Design Hotels" by offering originality in architecture, furniture, and decoration with superior service and high quality. The main aim of boutique hotels is to make tourists feel at home by creating a warm and welcoming environment in hotels (Gökdeniz, 2018) A study regarding the definition of a boutique (Lim & Endean, 2009) as follows:

- It has less than 100 rooms.
- Located in the city.

- It has a restaurant with good quality.
- Has services comparable to 3-4-5-star hotels.
- Have custom design and personal service.
- The structure of the building is attractive and has a historical appearance.

### 2.3 Boutique Hotel Classification

According to (Lucienne, 2001) in the article, The Definition of Boutique Hotel, the classification of boutique hotels includes:

- Small**  
 This hotel has a minimum of 50 rooms with a maximum of 150 rooms, which aims to provide quality services to guests and improve relations between guests and hotel employees.
- Design**  
 Distinction, warmth, and intimacy are the keys to Boutique Hotel design. Boutique Hotels strive to attract visitors to stay at Boutique Hotels. Boutique hotels have a strong and different concept in general. Themes and expressions are essential things that make this boutique hotel have a strong identity.
- Luxurious**  
 Boutique Hotels emphasize furniture and decoration and provide the best service to hotel guests. With service and friendliness at Boutique Hotels, it can strengthen the relationship between employees and guests by providing facilities and fulfilling guest wishes.
- Low Profile**  
 Boutique Hotels do not give excessive promotions and believe that guests and visitors will find their existence in this boutique hotel.

### 2.4 Boutique Hotel Standardization

Based on the classification of star hotels based on the Decree of the Directorate General of Tourism No. 12/U/II/88 dated February 25, 1988, this boutique hotel still has no provisions. Based on this, the standardization of boutique hotels which are the object of research, does not yet have a stipulation, so standardization is used based on several articles and journals as follows:

**Table 1.** Boutique Hotel Standardizations

Variable	Criteria
Facade shape and Building style	There is artistic and historical value. Stylish and luxurious small-sized hotel
Interior theme & atmosphere	There are displays (pictures/paintings/statues) with unique and modern decorations. Has a modern feel (following current trends). Having a unique concept Can be included in the design as there is a decoration such as a gallery.
Hotel Staff Service	Using uniforms that have distinctive and unique characteristics. Offer and provide good quality services.

### 2.5 Space Organization Boutique Hotel

Based on the observations made at the three 3-star boutique hotels in Bandung, interior elements and space organizations are found in boutique hotels. Thus, some variables can be used as standardization in boutique hotels. The following are the variables that exist in boutique hotels:

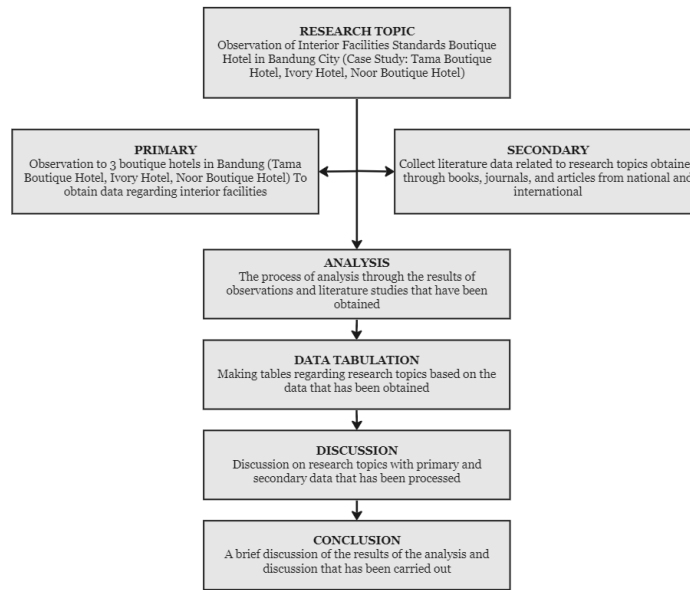
**Table 2.** Space Organizations Boutique Hotel

Space Organizations Boutique Hotel		
Boutique Hotel Facility	Space Organization	Lobby, Room, Restaurant
	Room Type	Floor, Wall, & Ceiling Element Furniture Element Decorative Element
	Interior theme & atmosphere	Style and Theme Colour Scheme Lighting and Ventilation

### 3. Method

This study uses a descriptive qualitative research method. Based on the explanation from (Mukhtar 2013), qualitative descriptive research is a method researchers use to find knowledge or theory of research at a particular time. This method uses an object comparison model through tables and direct observation of the hotel, which will be used as case study material. According to (Hudson, 2007), the comparative method compares similarities and differences in two or more facts and the nature of the object under study based on a specific frame of mind. So, by using this comparative method, researchers can get an answer about the factors that cause a particular phenomenon. Several previous studies have shown promising findings to taken into consideration in interior design in general and also in interior hotel design in particular (Interior, Kreatif, and Bandung 2016; Try et al. 2018). Furthermore, data is collected through observations which are then arranged in a comparison table for analysis related to the standardization of boutique hotels in Bandung. The completeness of data was compared with the standardization results of several studies discussed in the literature review.

Based on the results of the literature study that has been done, boutique hotels do not have suitable standardization. Therefore, boutique hotels only use the standardization of star hotels. Thus, this research was conducted by observing three 3-star City Boutique Hotels in Bandung City.



**Fig. 1.** Data Collection




#### 4. Results and Discussion

In this study, the authors acquired data in the field as a first step, then rearranged them to fit the desired focus of analysis. Furthermore, the findings are continued by analyzing the data using the evaluation model (Firmansyah et al. 2021; Rangga et al. 2020), To get the depth of the analysis before later carrying out a comparative study, standard and facility boutique hotels will discuss in the following sub-chapters.

##### 4.1 Standards Comparison in Boutique Hotel

The hotels used as material for the case studies were Noor Boutique Hotel, Ivory Hotel, and Tama Boutique Hotel. Of the three hotels, it has quite a different feel from one to the other. The comparison results were based on the standardization of boutique hotels, as mentioned in table 1. For the first analysis, boutique hotels in their building structure have historical value and unique designs. Also, the hotel has a small size that is stylish and luxurious.

**Table 3.** Facade shape and Building style.

Facade shape and Building style	Tama Boutique Hotel	Ivory Hotel	Noor Boutique Hotel
			
	<b>Fig. 2.</b> Tama Boutique Hotel Facade	<b>Fig. 3.</b> Ivory Hotel Facade	<b>Fig. 4.</b> Noor Boutique Hotel Facade

Tama boutique hotel is a hotel with a Korean concept. Hotel Tama this hotel has a total of 24 rooms.

Ivory Hotel is a hotel that applies contemporary and Mid-Century Modern elements with 59 rooms.

Noor boutique hotel displays classic elements to its buildings by applying an Islamic image, and this hotel has 33 rooms.



Boutique Hotel is a hotel that dares to explore design. Boutique hotels used as facilities to attract local and foreign tourists should describe the surrounding culture as one of their characteristics (Raharjo, Sn, & Kunci, 2014). The three hotels above show several differences, have different concepts, and are unique in their characteristics. These three hotels have different images and artistic and historical values. The three hotels have few rooms and are within the maximum by boutique hotel standards. So, these three hotels follow the standardization that has been mentioned.

**Table 4.** Interior theme and Atmosphere

Interior theme & atmosphere	Tama Boutique Hotel	Ivory Hotel	Noor Boutique Hotel
			
	<p><b>Fig. 5.</b> Tama Boutique Hotel Interior Theme</p>	<p><b>Fig. 6.</b> Ivory Hotel Interior Theme</p>	<p><b>Fig. 7.</b> Noor Boutique Hotel Interior Theme</p>

There are displays with unique decorations showing typical Korean decorations, traditional Korean nuances of the Joseon royal dynasty, and mixing with modern culture. This hotel uses a lot of natural materials, such as wood, in its interior and has corridors that resemble the residences of the royal family of the Joseon dynasty.

Ivory Hotel adopts a modern tropical mid-century style. The materials widely used in this hotel are wood and iron, with lots of plants and patterned floors typical of a modern mid-century style. Besides that, the interior hotel cafe uses a retro style that can be seen in murals and decorations.

Noor Boutique hotel has a concept with a classic Turkish Islamic. This hotel uses white throughout the hotel with a combination of Tosca colors. Besides that, the theme of this hotel is Moroccan style with a touch of modern classics. It can be seen from some of the decorations and styles used that are Islamic.

Based on a boutique hotel's standard theme and concept, the three hotels have unique decorations according to their respective concepts by taking a contemporary theme. Even though Hotel Tama uses a traditional Korean concept, the concept presented is unique because it is rarely seen in various hotels. The Ivory Hotel can be seen from the unique decorations and murals, and the Noor Boutique hotel uses Islamic ornaments and decorations, which give a unique impression among others. So, according to boutique hotel standards, the three hotels have met the criteria based on the theme and atmosphere achievement

**Table 5.** Interior theme and Atmosphere

Hotel Staff Service	These three hotels have different services and uniforms that suit each image, and the facilities are also different. At the Noor boutique hotel itself, female employees wear the hijab because the image of the Noor hotel carries an Islamic image, and the facilities at this hotel use sharia elements. So, the Hotel services provided sufficient quality and according to the standards of a boutique hotel.
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### 4.2 Space Organization in Boutique Hotel

Boutique hotels have thematic facilities and designs that give a different impression from other hotels. In designing a boutique hotel, attention can also be paid to the facilities and space organization which can be used as a reference in table 2.

**Table 6.** Analysis Space Organization in Boutique Hotel

Room	Boutique Hotel Facility		
	Tama Boutique Hotel	Ivory Hotel	Noor Boutique Hotel
<b>Lobby</b>	 <p><b>Fig. 8.</b> Tama Boutique Hotel Lobby</p> <p>Tama Boutique Hotel lobby is located on the L floor, which is the top floor of this building. To go to the hotel lobby, visitors can use the elevator on the 1st floor, next to the Bornga restaurant. The right side front of the elevator is a sitting area for waiting for administration with a capacity of 8-10 people.</p>	 <p><b>Fig. 9.</b> Ivory Hotel Lobby</p> <p>The Ivory Hotel lobby is right side at the front of the hotel. On the front is a waiting area, and on the right is a reception desk. This lobby is adjacent to Everjoy Cafe. The lobby is located on the 1st floor.</p>	 <p><b>Fig. 10.</b> Noor Boutique Hotel Lobby</p> <p>The lobby at Noor Boutique Hotel is on the 1st floor and next to the reception. There is a sitting area with a capacity of 6-8 people. Meanwhile, the reception area has a capacity of 2-4 visitors. There is also a restaurant from Emmy's Kitchen and a retail area in this lobby area.</p>
<b>Guest room type</b>	<ul style="list-style-type: none"> <li>- Superior</li> <li>- Deluxe twin</li> <li>- Deluxe double</li> <li>- Deluxe balcony twin</li> <li>- Suite Balcony twin</li> </ul>	<ul style="list-style-type: none"> <li>- Superior city view</li> <li>- Deluxe city view</li> <li>- Superior</li> <li>- Deluxe</li> <li>- Family</li> </ul>	<ul style="list-style-type: none"> <li>- Deluxe King</li> <li>- Deluxe Twin</li> <li>- Executive king</li> <li>- Executive twin</li> </ul>
<b>Restaurant</b>	 <p><b>Fig. 11.</b> Tama Boutique Hotel Restaurant</p>	 <p><b>Fig. 12.</b> Ivory Hotel Restaurant</p>	 <p><b>Fig. 13.</b> Noor Boutique Hotel Restaurant</p>

Bornga restaurant is located on the 1st and 2nd floors of the Tama Boutique Hotel. This restaurant serves Korean specialties. The interior of this restaurant resembles a Korean palace in the Joseon dynasty. This restaurant belongs to the famous chef in Korea, Baek Jong Won, and has many branches spread across Asia and Australia.

Everjoy Cafe is on the left of the Ivory hotel, connected directly to the lobby. Everjoy cafe serves Asian, Western, and various types of coffee. Everjoy Cafe is also located on the 1st floor with a retro feels.

This restaurant is located on the 1st floor and is located to the right when entering this hotel. This restaurant collaborates with Emmy's kitchen with various food choices: Indonesian, western, and Middle Eastern. This restaurant has an all-white nuance with a touch of Tosca with Middle Eastern vibes.

**Meeting Room**

X



**Fig. 14.** Ivory Hotel Meeting room

From the results of a survey conducted at the Tama boutique hotel, it does not have a meeting room. It is assumed that because the target visitors to this hotel are families and tourists. In addition, the size of the hotel is manageable and has limited land.

This meeting room is used as a multi-function meeting and event room by Accommodating Max. 34 people. The meeting room is located on the 1st floor.



**Fig. 15.** Noor Boutique Hotel Meeting room

This meeting room is located on the 2nd floor and has three rooms of different sizes. This meeting room is usually used as a gathering room and can also be a place to carry out contracts. This meeting room consists of Shafa, with a capacity of 80 people, and Marwah, with a capacity of 50 people, for a more private meeting room, namely Zam-zam, with a capacity of 15 people.

**Retail**

X

X



**Fig. 16.** Noor Boutique Hotel Retail

From the survey results, there is no retail at this hotel, and it is not included in the standard 3-star hotel facilities.

From the survey results, there is no retail at this hotel, and it is not included in the standard 3-star hotel facilities.

This retail is located on the 1st floor and near the lobby selling several Muslim clothing and a set of prayer tools.

**Prayer Room**

X

X



From the survey results, there is no prayer room at this hotel, and it is not included in the standard 3-star hotel facilities.

From the survey results, there is no prayer room at this hotel, and it is not included in the standard 3-star hotel facilities.



**Fig. 17.** Noor Boutique Hotel Prayer Room

Mushola ini terdapat di lantai 2 dan 4. Mushola di lantai 2 hanya dapat diakses oleh penghuni kamar, sedangkan untuk mushola pada lantai 4 dapat diakses oleh pengunjung yang tidak menginap. Mushola pada lantai 4 memiliki kapasitas 5-20 orang dan terletak dekat dengan area duduk yang berada di outdoor

Based on the analysis of the facilities at these three hotels, namely Tama Boutique Hotel, Ivory Hotel, and Noor Boutique Hotel. Space organizations include Lobby, Room, Restaurant, Meeting Room, Retail, and Prayer Room. The hotel shows visible differences in meeting, retail, and prayer rooms. Noor Boutique Hotel has meeting rooms, retail, and a prayer room. The Ivory Hotel has meeting room facilities, but the Tama Boutique hotel needs these three aspects. Based on the analysis conducted, the three hotels are 3-star hotels. Thus, based on the provisions of 3-star hotels in the Hospitality Accommodation book (Suwathi et al. 2008), there are several facilities provided at 3-star hotels, namely:

- Have a minimum of 30 standard-type rooms with a minimum area of 24m<sup>2</sup>.
- Have at least two suite-type rooms with a minimum area of 48m<sup>2</sup>.
- There are WIFI, TV, AC, and separate bathroom and toilet facilities.
- Having good ventilation and air circulation.
- Have security on the door of the room.
- It has a lobby, bar, gym, and recreation area, and there is valet parking.

**Table 7.** Analysis of Boutique Hotel Facilities

3-star hotel criteria	Tama Boutique Hotel	Ivory Hotel	Noor Boutique Hotel
Have a min. 30 standard-type rooms with a minimum area of 24m <sup>2</sup> .	✓	✓	✓
2 suite-type rooms with a minimum area of 48m <sup>2</sup> .	✓	✓	✓
WIFI, TV, AC, and separate bathroom and toilet facilities.	✓	✓	✓
Have good ventilation and air circulation	✓	✓	✓
Has a safety on the room door.	✓	✓	✓
There is a lobby, bar, gym, recreation area, and valet parking.	(-)	(-)	(-)
	It does not have a gym, bar, and leisure area	It does not have a gym and leisure area	It does not have a gym, bar, and leisure area

From the comparative analysis in the table carried out at 3-star boutique hotels in Bandung, it can be concluded that the implementation and standards applied to the three hotels follow the standards

listed in Table 1 and Table 2. However, the three hotels still have to meet the criteria for standard 3-star hotel facilities. This boutique hotel can also provide additional facilities to support and be adapted to the target audience. Based on this standardization, the considerations that can be considered in carrying out the design can be seen in the standardization and variables in boutique hotels in Table 1 and Table 2.

## 5. Conclusion

Based on Standards Comparison in Boutique hotels, which are compared based on facade shape and building style, boutique hotels have different and unique concepts with their characteristics. These three hotels' interior has artistic and historical value. Based on the theme & atmosphere, they have unique decorations by their respective concepts, the three hotels have met the criteria based on the theme and achievement of the atmosphere. Based on hotel staff service, the services provided by these three hotels are of sufficient quality and according to the standards of a boutique hotel. Thus, the three boutique hotels already have standards following the variables mentioned in table 1.

According to the Space Organization in Boutique Hotel, Lobby, Room, Restaurant, Meeting Room, Retail, and Prayer Room. It Shows visible differences in meeting rooms, retail, and prayer rooms. Based on table 7. shows that these three boutique hotels follow 3-star standards but still present parts of standard boutique hotels. In addition, the facilities provided must still be adjusted to the criteria for standard star hotels that have been set. So that in designing boutique hotels, they can provide appropriate facilities based on existing standards according to star hotel standards and standards in boutique hotels.

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