

ABSTRACT

As the world has been facing the era of industrial evolution 4.0, the creative economy is emerged and it changes the innovative work practices. Smart technology enables people to work anywhere besides conventional offices. Therefore, there are many “third places” set up to support nomadic professionals. One of those third places is coworking space. Although, the concept of proper casual workplace is needed to keep the customers comfortable in performing their job.

Satu Atap Coworking Space & Food Station Surabaya has been maintaining the numbers of its customers. In order to grab more customers, through this study, the author aims to examine the customers’ positive emotions and revisit intention after experiencing the servicescapes (the physical environments) of Satu Atap Coworking Space & Food Station. Satu Atap’s servicescapes can be broken down as four elements such as facilities, ambience, layout and decoration.

This quantitative study was examined using PLS-SEM as the respondents are 100 persons taken from daily, weekly and monthly members of Satu Atap Coworking Space & Food Station. The data will be run using SmartPLS 3.2. This study found out that servicescape of Satu Atap influences customers’ positive emotions and those positive emotions also influence the customers’ revisit intention.

Keywords: creative economy, nomadic professionals, coworking space, servicescape, positive emotions, revisit intention