

Lekesan: Interdisciplinary Journal of Asia Pacific Arts

Journal homepage <http://jurnal.isi-dps.ac.id/index.php/lekesan>

A STUDY ON THE MULTIFUNCTIONALITY OF GARDENS IN RESTAURANT INTERIORS: AESTHETICS, HEALING SPACE, AND GREEN BRANDING

Ni Luh Kadek Resi Kerdiati^{1*}, I Putu Udayana Wasista², Putu Ari Darmastuti³

^{1,2,3} Program Studi Desain Interior Fakultas Seni Rupa dan Desain Institut Seni Indonesia Bali

resi.kerdiati@gmail.com

This study discusses the multifunctional role of gardens in restaurant interiors through three main aspects: aesthetics, healing space, and green branding. The research focuses on the function of gardens in restaurant buildings, which are not only used as aesthetic elements, but also serve to support psychological healing and strengthen brand identity. This study employs a qualitative approach using the literature review method, by examining books, journal articles, and scientific publications relevant to the research topic. The literature selection process was conducted using the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) diagram. The findings indicate that the aesthetic, healing space, and green branding functions complement one another. From an aesthetic perspective, the presence of plants enhances the visual appearance of interior spaces. As a healing space, gardens create a relaxing atmosphere that can improve psychological comfort. In terms of green branding, gardens within restaurant buildings serve as a symbol of sustainability. This study emphasizes the integration of gardens within restaurant interiors as a strategy that combines aesthetic, psychological, and ecological values. The results provide practical insights for designers and restaurant entrepreneurs in creating interior designs that are not only visually appealing, but also function as restorative environments while remaining aligned with the principles of sustainable business.

Keywords: Restaurant Interior, Biophilic Design, Aesthetics, Healing Space, Green Branding

Received August 21, 2025; Accepted August 22, 2025; Published October 22, 2025

<https://doi.org/10.31091/lksn.v8i2.3499>

© 2025 The Author(s). Published by Pusat Penerbitan LPPM Institut Seni Indonesia Bali.

This is an open-access article under the CC BY-NC-SA license

INTRODUCTION

In recent years, restaurants have evolved beyond their primary function as places to eat. The development of societal needs and lifestyles has transformed restaurants into social and recreational spaces. The influence of social media trends has further encouraged restaurant owners to create *instagrammable* interior designs that attract visitors and leave a lasting impression. Supporting this idea, Silalahi et al., (2020) state that contemporary restaurants adopt the concept of *experience selling*, in which specific design concepts provide visitors with a unique sense of satisfaction that goes beyond the dishes served. Thus, interior design plays a crucial role in attracting potential customers. One increasingly popular strategy is the integration of gardens as part of restaurant interiors, widely recognized under the concept of *biophilic design*.

However, this raises a critical question: how can gardens be understood as more than just aesthetic elements? Many restaurants incorporate greenery merely as visual decoration without maximizing its broader potential benefits. Supporting this statement, Mayasya & Nugroho (2025) argue that restaurant interiors today often prioritize visual appearance, neglecting users' emotional experiences. In fact, numerous studies have shown that the presence of natural elements can positively influence human psychology, enhance comfort, and create restorative or healing spaces. Furthermore, the integration of gardens can symbolize a restaurant's commitment to sustainability and *green branding*, which has become increasingly important in building a positive image in the eyes of consumers.

Previous studies have discussed the function of gardens as elements of aesthetics, healing space, and green branding. Kellert et al., (2008) explain that *biophilic design* is defined as an approach that integrates natural elements—such as light, plants, water, and organic forms—into the built environment. Beyond aesthetics, one of the main focuses of biophilic design is the improvement of psychological and physiological well-being. Other studies have also highlighted the role of natural elements in creating a *healing environment* (Kansal, 2024; Ulrich, 1984). The term *healing environment* refers to spaces enriched with natural elements (plants, natural light, water, and others) that support recovery and relaxation. Yoningsih & Hidayat (2023) emphasize the importance of *green branding* in building a sustainable image for culinary businesses. From these previous studies, it is evident that the aspects of aesthetics, healing space, and green branding have often been discussed separately and not specifically within the context of restaurant interiors. Moreover, research that explicitly connects these three values within the design of restaurants in Indonesia remains very limited.

Based on this research gap, the present study seeks to fill it by examining the function of interior gardens in restaurants from three main perspectives: aesthetics, healing space, and green branding. Through this review, the study aims not only to enrich academic understanding of biophilic design but also to provide practical contributions toward developing holistic design strategies.

Theoretically, this study is grounded in several key frameworks: biophilic design, which emphasizes the human–nature connection in the built environment; the concept of healing environments, which highlights the restorative potential of natural elements; and green branding theory, which links interior design to sustainability-based marketing strategies. Therefore, the primary objective of this research is to explain the multifunctional role of gardens in restaurant interiors in enhancing spatial quality, psychological comfort, and the sustainable image of restaurants.

RESEARCH METHOD

This study employs a qualitative approach using a systematic literature review method. According to (Creswell & Creswell, 2018), a literature review is a structured method for identifying, evaluating, and synthesizing previous studies to obtain theoretical understanding and determine future research directions. This method was chosen because the topic of interior gardens in restaurants involves multiple disciplines—such as interior design, environmental psychology, and sustainable branding—thus requiring synthesis from diverse sources.

The review was conducted by examining books, journal articles, and scientific publications relevant to the research topic. Literature searches were carried out using several internationally indexed electronic databases, namely Scopus, Web of Science, ScienceDirect, and Google Scholar. These databases were selected based on their availability of peer-reviewed scientific articles relevant to topics such as biophilic design, environmental psychology, and sustainable branding strategies.

To ensure data relevance and quality, inclusion and exclusion criteria were also established. These criteria were used to determine which sources were suitable to be included or excluded from the analysis. The inclusion and exclusion criteria are as follows:

Inclusion Criteria:

1. Articles published in peer-reviewed journals between 2010–2025.
2. Written in English or Indonesian.
3. Discussing topics related to biophilic design, interior gardens, healing environments, or green branding within the context of restaurants, cafés, or public spaces.
4. Available in full-text format.

Exclusion Criteria:

1. Articles categorized as gray literature (internal reports, popular articles, blogs, or non-peer-reviewed conference papers).
2. Duplicate articles retrieved from different databases.
3. Studies outside the scope of the research topic.

The literature selection process was carried out in several stages. The first stage involved screening the titles and abstracts to determine the suitability of the articles based on the inclusion criteria. Following the initial screening, a full-text review was conducted to ensure the relevance of the content. In cases of disagreement regarding article selection, discussions were held to reach a consensus. All stages of the literature selection process were documented in a PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) flow diagram, which illustrates the number of articles identified, screened, excluded, and finally included for analysis. The PRISMA flow diagram is illustrated as follows:



Chart 1. Plot PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses)

(Source: Personal Analysis, 2025)

This study encompasses three main topics, resulting in a diverse range of literature. Based on this, a narrative synthesis approach was employed to analyze and integrate the research data into a coherent and comprehensive explanation. The steps undertaken in this process are as follows:

1. Developing the initial theoretical framework. In this context, biophilic design serves as the theoretical foundation, as it integrates the three core aspects of this study— aesthetics, healing space, and green branding. This theory emphasizes the importance of incorporating natural elements into interior spaces to enhance visual experience, support psychological well-being, and demonstrate a commitment to sustainability.
2. Constructing the preliminary synthesis. This step involved organizing the collected research data into the three main thematic categories: aesthetics, healing space, and green branding.
3. Exploring the interrelationships among aesthetics, healing space, and green branding. This stage examined how aesthetics can support healing, or how healing aspects can, in turn, strengthen branding.
4. Assessing the robustness of the synthesis. This step involved evaluating whether the existing synthesis aligns consistently with the reviewed literature and is sufficiently strong to support the study's conclusions.

Through this process, the research aims to provide a comprehensive and applicable conceptual framework regarding the multifunctional role of interior gardens as integral elements in restaurant design.

RESULT AND DISCUSSION

Based on the results of the literature selection process using the PRISMA stages and the inclusion–exclusion criteria described in the methodology section, fifteen articles were identified as relevant to the focus of this study. These articles were derived from both national and international journals that discuss the interrelation between interior design, natural elements, psychological comfort, and sustainability strategies. Subsequently, the selected literature was categorized into three main themes: (1) interior space aesthetics, (2) healing space, and (3) green branding. This classification serves as the foundation for the subsequent analysis, which aims to explore the interconnections among the aesthetic, healing, and branding functions of interior gardens within the context of sustainable restaurant design.

Table 1. Results of Literature Selection

(Source: Personal Analysis, 2025)

No	Author and Year	Title	Research Focus	Key Findings	Theme Relevance
1	(Wasista & Kerdiati, 2023)	Lubheng Cemplong as an Inspiration for Green Wall Design in Interior Spaces	Application of local motifs in interior green walls	Modular green walls with local motifs and native plants enhance spatial aesthetics, cultural identity, and vegetation integration within limited interior spaces.	Estetika
2	(Putra & Elviana, 2024)	Application of Biophilic	Application of biophilic architectural	Ulaman resort successfully implements ten	Estetika

		Architecture at Ulamam Resort	design in resorts	characteristics/principles of biophilic design in its architecture.	
3	(Khan & Kamal, 2023)	Analyzing the Role of Indoor Plants in the Design of Interior Spaces	The role of indoor plants in aesthetics, spatial function, and psychological comfort	Indoor plants improve visual and emotional comfort, provide screening functions, and enhance air quality.	Estetika
4	(Achmad & Rukayah, 2024)	Identification of the Application of Vegetation Elements in the Biophilic and Comfort Concept in the Lobby, Dining Room & Public Space of Greenhost Hotel, Prawirotaman, Yogyakarta	Identification of vegetation application in lobbies, dining areas, and public spaces	Applied biophilic design strengthens the identity of environmentally friendly spaces, making the hotel not only aesthetically appealing but also representative of sustainability values.	Estetika
5	(Kerdiati et al., 2023)	Interior Design Preferences of Modern Offices Based on the Function of Spatial Elements for the Millennial Generation	Millennial perceptions of natural spaces	Artificial plants still offer visual freshness despite lacking physiological benefits.	Estetika
6	(Widiastuti et al., 2014)	Thermal Comfort of Buildings with Vertical Gardens Based on Mom & Wieseborn Comfort Standards	The influence of vertical gardens on thermal comfort in interior spaces	Vertical garden applications influence wall surface temperature, indoor air temperature, and humidity levels.	Estetika
7	(Hafidz & Nugrahaini, 2020)	The Concept of Healing Environment to Support the Patient Recovery Process	The concept of healing environment for patient recovery	Environments designed according to healing principles can support the recovery process.	Healing Space
8	(Mashar, 2021)	The Psychological Function of Green Open Spaces	The psychological function of urban green open spaces for the community	Green open spaces play a crucial role in providing restorative effects, reducing stress, and enhancing users' emotional well-being.	Healing Space,
9	(Kansal, 2024)	Bringing Nature Indoors: Exploring the Impact of Biophilic Interior Design in Restaurants	Green elements in dining spaces	Vegetation contributes to psychological comfort and relaxation.	Healing Space,
10	(Damayanti et al., 2023)	A Study of Healing	User perceptions of	Users perceive that sensory, psychological,	Healing Space

		Environment Aspects in Café Interior Design	healing environment aspects	and natural elements (including plants) must be present for a healing experience to occur.	
11	(Mayasya & Nugroho, 2025)	The Influence of Biophilic Concept Application in Cafés on Emotional and User Comfort: A Case Study of Cafés in Bandar Lampung	The influence of biophilic elements on emotional and user comfort	Biophilic elements are positively associated with emotional and user comfort, with no significant differences in perception based on age, gender, or occupation.	Healing Space
12	(Yoningsih & Hidayat, 2023)	The Influence of Green Brand Image and Green Perceived Value on Green Trust to Increase Green Satisfaction (A Study on the Vegetarian Restaurant Kehidupan Tidak Pernah Berakhir, Bandung)	<i>Green brand image</i>	Green design enhances consumer image and loyalty.	Green Branding
13	(Juliana et al., 2020)	The Influence of Interior Design on Visitor Interest at The Garden Restaurant, Pantai Indah Kapuk	The positive and significant influence of interior design on visitor interest	Interior design significantly influences visitor interest — the better the interior design, the more visitors are attracted.	Green Branding
14	(Luqman et al., 2024)	Enhancing customer dining experience through biophilic design: A case study analysis of restaurants	The influence of biophilic elements on customer dining experience	Biophilic elements, especially visual connections to nature, increase dining satisfaction; customers prefer restaurants that incorporate vegetation.	Green Branding
15	(Silalahi et al., 2020)	The influence of biophilic design applications to visitor's duration of stay in café: 5th Friendly City	Experience-selling-based design	Natural design enhances visual appeal and enriches user experience.	Green branding

Based on the literature review summarized in Table 1, out of the fifteen articles analyzed, six focused on aesthetic aspects, five on healing space, and four on green branding. These three aspects are interrelated and form the foundation for the analysis presented in the following discussion. From an aesthetic perspective, gardens enrich the visual quality of interior spaces and create a more engaging atmosphere. From the healing space perspective, natural elements promote relaxation and psychological well-being for visitors. Meanwhile, in terms of green branding, gardens symbolize a restaurant's commitment to sustainability while serving as a business strategy that strengthens brand identity. Therefore, to understand the multifunctional role of gardens within the context of restaurant interiors, the following

discussion is divided into three subtopics: (1) gardens as aesthetic-forming elements, (2) gardens as spaces for psychological restoration, and (3) gardens as part of restaurant green branding strategies.

1. Gardens as Aesthetic-Forming Elements

In interior design, aesthetics is one of the key aspects that determines how a space is perceived and appreciated by its users. According to (Kelvianto & Wardani, 2013), aesthetics refers to the sensation of beauty experienced by individuals through the harmonious combination of elements of beauty present in an object. Ishar, in the same source, adds that discussions about aesthetics are always related to form and expression. Formal beauty consists of elements that can be observed and measured through design elements and principles, while expressive beauty is perceived through the observer's perception and emotions.

Based on this explanation, the aesthetic aspect becomes one of the main values in the application of gardens and vegetation elements in restaurant interior design. According to various literature sources, aesthetics is not only related to visual beauty but also to how natural elements can create atmosphere, character, and a distinctive spatial identity. In the context of interior design, beauty is understood as a visual experience produced by the harmony of form, color, material, and light—all of which can be enhanced by the presence of natural elements such as plants and organic materials.

In his study, Sugiharto in (Kerdiati et al., 2023) argues that plants provide both comfort and biological beauty within interior spaces. Supporting this view, a survey found that 32 out of 70 respondents selected plants as the most desirable decorative element in a room. The presence of plants is believed to improve indoor air quality by increasing humidity levels. From a biophilic design perspective, the inclusion of natural elements such as gardens enhances interior aesthetics by offering a richer, more natural, and more dynamic visual experience. Green elements introduce color, texture, and form that contrast with artificial materials, thereby creating harmony and spatial beauty.

As shown in Figure 1, from a visual perspective, plants introduce a refreshing green ambiance, organic forms, and natural textures that contrast with artificial materials such as concrete, processed wood, or metal. This combination creates a harmonious composition that enriches the interior, allowing visitors not only to enjoy their meals but also to experience a pleasant atmosphere. Strategically and uniquely positioned gardens—such as in the main dining area or even on the ceiling—can serve as dominant aesthetic elements. These factors reinforce the natural atmosphere offered by the restaurant, ultimately becoming an added value in creating a memorable dining experience.



Figure 1. Interior Loh Coffee & Eatery

(Source: Tripadvisor Loh Coffee & Eatery, 2024 & natinbali.blogspot.com, 2020)

Complementing this view, Wasista & Kerdiati (2023) argue that aesthetics is not merely visual. It should also emphasize the garden's role as a reflection of local values and

identity. Their study shows that traditional Balinese motifs, such as *Lubheng Cemplong* applied to vertical garden modules, not only beautify the space but also strengthen cultural character and broaden aesthetic perception through a contextual approach. Such design demonstrates that interior aesthetics can serve as a medium that unites traditional values with environmentally friendly principles. This research, which focuses on vertical garden applications, suggests an effective solution for restaurants with limited space.

Supporting this notion, Yeh in Widiastuti et al., (2014) explains that a vertical garden is a system in which plants are attached to a wall or building structure, where the wall is partially or entirely covered by vegetation, creating a green appearance. The advantages of vertical gardens include saving space in limited areas, providing a larger planting surface without obstruction, serving as a focal point within the room, and functioning as thermal insulation. The implementation of such vertical gardens can be seen in Figure 2, which illustrates their application at Ravioli Restaurant.



Figure 2. Vertical Gardern in Ravioli Restaurant

(Source: Personal Document, 2024)

Similar findings were presented by Putra & Elviana (2024) in their research on Ulanan Resort in Bali. They identified ten biophilic design principles applied in the resort's architecture, including visual connection with nature, natural lighting, organic materials, and biomorphic forms. These principles create a dynamic and sustainable natural aesthetic, where beauty emerges through direct interaction between humans and the environment. Such design emphasizes that aesthetics is not only visually perceived but also emotionally and contextually experienced.

Providing a different perspective by highlighting the functional aspect of aesthetics, Khan & Kamal (2023) argue that plants act as visual elements enriching a space's color and texture, functioning as screening elements, and improving air quality. This combination evokes freshness, softness, and naturalness—enhancing visual comfort while deepening the aesthetic dimension of the interior.

A similar conclusion is drawn from the study of Achmad & Rukayah (2024) on the Greenhost Hotel Yogyakarta, which confirms that the incorporation of vegetation in public areas such as lobbies and dining spaces fosters a sustainable aesthetic impression. The application of biophilic design not only enhances the visual appeal of the space but also strengthens the hotel's identity as an environmentally friendly establishment. In this case, aesthetics serve a dual function: beautifying the space while representing sustainability values.

Thus, it can be concluded that gardens within interior spaces serve as visual focal points tied to multisensory experiences that enhance a space's overall appeal. These multisensory experiences encompass how plants influence spatial quality through light, air circulation, and even scent. The beauty derived from incorporating gardens into restaurant interiors functions not merely as visual attraction but also as a means to establish an atmosphere that supports user comfort and psychological well-being. This aesthetic aspect becomes an entry point to a deeper role: the ability of gardens to shape healing spaces, or emotional recovery environments, offering visitors a more holistic spatial experience.

2. Gardens as Spaces for Psychological Restoration

Stress is a condition experienced by most people and significantly affects both physical and mental health. In response to this, the human need for restorative environments has led to the emergence of the healing space concept in interior design. This concept refers to the design of spaces that promote physical and psychological recovery by creating comfort and relaxation, reducing stress, and enhancing mood. In the context of restaurant interiors, natural elements such as plants, natural lighting, and fresh air circulation play a crucial role in building a calming atmosphere and improving emotional comfort. Environments designed with balanced sensory considerations (visual, auditory, olfactory, and tactile) can provide a more meaningful dining experience and foster an emotional connection between users and space.

The foundational idea of healing spaces is explained by Hafidz & Nugrahaini (2020) through the concept of the healing environment, initially applied in hospital settings. They assert that environments designed based on healing principles can accelerate patient recovery by creating a sense of comfort, safety, and tranquility. Although the context differs, these principles can be adapted to restaurant interiors, where a soothing atmosphere also contributes to user comfort and psychological well-being.

The psychological impact of natural environments is also emphasized by Mashar (2021) in his research on the function of urban green open spaces. He states that spaces incorporating vegetation have significant restorative effects, particularly in reducing stress and enhancing emotional well-being. In dense, high-pressure urban environments, the presence of gardens within buildings serves as a natural healing medium. This indicates that healing concepts can be manifested not only through open spaces but also through the integration of vegetation within interior settings such as restaurants.

Reinforcing this view, Kansal (2024) specifically examines the application of biophilic interior design in restaurants. He argues that green elements in dining spaces contribute to psychological comfort and visitor relaxation. The study highlights that integrating vegetation, natural lighting, and visual access to nature can effectively reduce stress and create a soothing dining atmosphere. This concept is visually illustrated in Figure 3, which presents an example of its application.

Eco Bike Coffee is one of the restaurants in Bali that applies the biophilic concept in both its architecture and interior design. Located in the highly strategic area of Kintamani, the restaurant offers breathtaking views of mountains and lakes, along with a cool climate. Taking advantage of this natural potential, the building is designed with a greenhouse concept. Its structure is made of steel painted green, while most of its walls are made of glass. The furniture is crafted from wood and rattan with natural finishes. Inside the space, plants blend seamlessly with the surrounding landscape through large glass walls. This aligns with the notion that biophilic design not only enhances aesthetics but also serves a therapeutic function in creating a healthy spatial atmosphere.

Damayanti et al., (2023) expanded this understanding by highlighting the importance of sensory and psychological aspects in creating a healing effect in

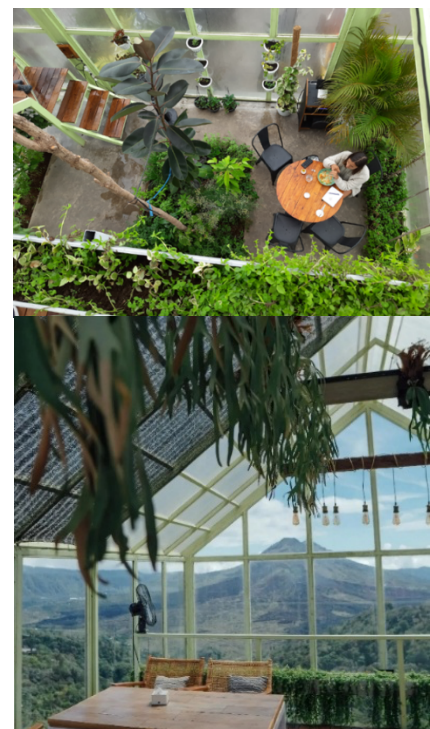


Figure 3. Interior Kintamani - Eco Bike Coffee

(Source: Personal Document, 2024 & @kintamaniecobikecoffee Instagram, 2025)

cafés. Their study revealed that a healing atmosphere emerges when sensory aspects—such as lighting, aroma, color, and temperature—are fulfilled alongside the presence of natural elements. Users perceived psychological comfort as achievable through the involvement of all five senses in experiencing the space. Designs that successfully evoke multisensory experiences are proven to be more effective in fostering relaxation and mental calmness.

Furthermore, Mayasya & Nugroho (2025) strengthened the relationship between biophilic elements and users' emotional comfort through their study on cafés in Bandar Lampung. The findings show that biophilic elements have a significantly positive effect on emotional comfort and users' perceived well-being. Interestingly, the study also found that this effect does not differ significantly across age, gender, or occupation, implying that the healing experience is universal. In other words, every individual can experience tranquility and psychological balance when situated in spaces that harmoniously integrate natural elements.

From the overall discussion, it can be concluded that a healing space in restaurant interiors is formed through the combination of natural elements, sensory balance, and emotional comfort. Garden elements, natural lighting, soft colors, and good air circulation create a restorative atmosphere that calms both mind and body. Such design provides not only functional comfort but also fosters a sense of connection between humans and nature. Therefore, the application of the healing space concept serves as an essential bridge linking visual aesthetics with emotional value, while paving the way for the development of sustainability identity and green branding, which will be discussed in the following section.

3. Gardens as Part of a Restaurant's Green Branding Strategy

The concept of green branding in restaurant interior design emphasizes how spatial elements can function as a medium for communicating sustainability values and an eco-friendly image to visitors. In an era of increasing ecological awareness, interior design not only aims to provide comfort and visual beauty but also represents environmental responsibility and green business ethics. Therefore, the use of natural elements such as plants, organic materials, natural lighting, as well as colors and forms inspired by nature becomes a key strategy in building a positive perception of a restaurant's brand identity.

According to Yoningsih & Hidayat (2023), green branding refers to customer perceptions of a brand, product, or company that demonstrates a commitment to environmental sustainability. This strategy emphasizes that a brand's image is measured not only by profit but also by its concern for ecological issues. In the restaurant context, the integration of gardens into dining areas can be seen as a green branding strategy, as it creates a healthy, green, and environmentally friendly experience for consumers. Their research shows that green brand image has a significant influence on customer trust and satisfaction. An interior design that consistently incorporates green concepts—through the use of plants, natural air circulation, or eco-friendly materials—can enhance customers' perception of a restaurant's sustainability value. This green image in turn strengthens customer loyalty, as consumers feel that their experience aligns with the ethical and ecological values represented by the restaurant. These findings affirm that interior design is not merely a visual container but also an effective communication tool in shaping green trust and green satisfaction. For instance, Uma Garden Seminyak is one of the restaurants that integrates gardens and greenery into its interiors as part of its green branding strategy.

Meanwhile, Juliana et al., (2020) in their study on The Garden Pantai Indah Kapuk found that interior design has a positive and significant influence on visitors' interest. Although the main focus of their research was not solely on sustainability, the concept of space that integrates green elements, natural lighting, and an organic ambiance has been proven to attract attention and create an enjoyable experience for visitors. This shows that aesthetic appeal and environmental messaging can go hand in hand, where a space that is both beautiful

and “green” holds added value in shaping brand experience and brand preference among customers.

Complementing these views, Silalahi et al., (2020) demonstrated that applying biophilic design based on experience selling in café interiors significantly enhances visual appeal and user comfort. Natural design helps create an atmosphere that stimulates the senses, encouraging visitors to spend more time within the space. This indicates that the aesthetics derived from green elements are not merely decorative but also functional in creating engaging and immersive spatial experiences.

Furthermore, Luqman et al., (2024) in their study on dining experiences in several Malaysian restaurants confirmed that biophilic design elements have a tangible impact on customer satisfaction. Elements such as visual connection with nature, the use of natural materials, and natural lighting were found to increase users’ comfort and emotional experience. Customers tend to prefer restaurants that feature vegetation and natural atmospheres, as these create a fresher, calmer, and more authentic dining environment. Such design not only enriches spatial experience but also reinforces the restaurant’s image as a brand that cares for the environment. Thus, biophilic-based design strategies serve as a manifestation of green branding, where sustainability values are articulated through positive spatial experiences. As illustrated in Figure 4, the dining area is dominated by plants, creating a fresh and cool ambiance. The biophilic design approach reinforces this idea by emphasizing the integration of natural elements into interiors—not only enhancing aesthetics but also strengthening a sustainable brand identity (Mayasya & Nugroho, 2025). Gardens within restaurants therefore function as visual media to affirm the brand’s environmental awareness. The presence of natural elements such as greenery, natural lighting, and fresh air circulation creates comfort while simultaneously conveying an ecological message to consumers.



Figure 4. Interior Uma Garden Seminyak

(Source: bali.live/places/uma-garden-seminyak, 2025)

The implementation of green branding through gardens has been proven to bring strategic impacts in restaurant interior design. The use of local plants can strengthen cultural identity while reducing the carbon footprint; efficient water management demonstrates ecological awareness; and natural lighting helps reduce energy consumption. These practices show that the application of sustainable principles not only enhances interior aesthetics and creates a calming atmosphere, but also strengthens the restaurant’s public reputation. Furthermore, this green-oriented design builds consumer trust (green trust), increases customer loyalty, and expands the market share by attracting environmentally conscious consumers.

Based on the above discussion, it can be concluded that green branding in restaurant interior design is formed through the integration of visual image, emotional experience, and ecological values conveyed through spatial design. Designs that integrate green elements not only improve customer satisfaction but also reinforce an ethical and sustainable brand identity. In this context, gardens and natural elements function as visual communication symbols that represent a restaurant’s commitment to sustainability values. Interior design

thus serves not merely to present beauty but also as the fundamental medium in shaping a green brand identity in the culinary sector.

CONCLUSION

This study confirms that the implementation of gardens in restaurant interior design serves multifunctional purposes, encompassing aesthetic, healing, and green branding aspects. From an aesthetic perspective, gardens and vegetation enhance visual quality and create harmony through natural colors, forms, and materials, establishing a distinctive spatial identity. In the healing space dimension, the presence of natural elements has been proven to produce restorative effects that reduce stress, improve emotional comfort, and strengthen the human–nature connection. Meanwhile, in the context of green branding, the integration of gardens within interior spaces becomes a symbol of sustainability commitment that reinforces the green brand image, builds consumer trust, and fosters customer loyalty.

It is evident that gardens in restaurant interiors play a role that goes far beyond mere decoration. Natural elements not only beautify the space and enhance visual comfort, but also create a soothing atmosphere while reinforcing ecological values and brand image. These three aspects—aesthetics, healing, and branding—interact and form a holistic spatial experience that is psychologically restorative and strategically meaningful. Thus, gardens can be understood as a medium connecting humans and nature, as well as a means of communicating sustainability values—a synthesis of beauty, well-being, and environmental consciousness.

The main contribution of this study lies in strengthening theoretical understanding of the role of gardens in restaurant interior design as a strategic element that functions not only aesthetically, but also psychologically and symbolically for branding purposes. However, this study is limited by the absence of in-depth field research to empirically measure users' perceptions. Therefore, future research is recommended to employ a mixed-method approach in order to more comprehensively assess the spatial and psychological impacts of biophilic design applications.

REFERENCE

- Achmad, F. K., & Rukayah, S. (2024). Identification of the Application of Vegetation Elements in the Biophilic and Comfort Concept in the Lobby, Dining Room & Public Space of Greenhost Hotel, Prawirotaman, Yogyakarta. *The Eastasouth Journal of Information System and Computer Science*, 2(02), 115–136. <https://doi.org/10.58812/esiscs.v2i02.370>
- Creswell, J. W., & Creswell, J. D. (2018). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches* (5th ed.). SAGE Publications Asia-Pacific.
- Damayanti, R., Sunyoto, S. F., Leksono, S. G., Tjandra, C. L., Nata, W. C., & Oei, A. D. W. (2023). Studi Aspek Healing Environment Dalam Desain Interior Kafe. *RUAS*, 21(2), 1–10. <https://doi.org/10.21776/ub.ruas.2023.021.02.1>
- Hafidz, I. Y. N., & Nugrahaini, F. T. (2020). Konsep Healing Environment untuk Mendukung Proses Penyembuhan Pasien Rumah Sakit. *Sinektika: Jurnal Arsitektur*, 16(2), 94–100. <https://doi.org/10.23917/sinektika.v16i2.10599>
- Juliana, J., Nirmala, A., & Felicia, F. (2020). Pengaruh Desain Interior Terhadap Minat Pengunjung Di Restoran The Garden Pantai Indah Kapuk. *Cakrawala - Jurnal Humaniora*, 20(1), 28–34. <https://doi.org/10.31294/jc.v20i1.7468>
- Kansal, S. (2024). Bringing Nature Indoors: Exploring the Impact of Biophilic Interior Design in Restaurants. *576*, 10(01), 9–28.
- Kellert, S. R., Heerwagen, J., & Mador, M. (2008). *Biophilic Design: The Theory, Science and Practice of Bringing Buildings to Life* | Wiley. Wiley. <https://www.wiley.com/en->

us/Biophilic+Design%3A+The+Theory%2C+Science+and+Practice+of+Bringing+Buildings+to+Life-p-9780470163344

- Kelvianto, N., & Wardani, L. K. (2013). KAJIAN ESTETIKA INTERIOR RESTORAN SISINGAMANGARAJA SITES SEMARANG. *Dimensi Interior*, 11(1), 44–55. <https://doi.org/10.9744/interior.11.1.44-55>
- Kerdiati, N. L. K. R., Waisnawa, I. M. J., & Wasista, I. P. U. (2023). Preferensi desain interior kantor modern berdasarkan fungsi elemen ruang bagi generasi milenial. *Waca Cipta Ruang*, 9(1), 53–62.
- Khan, R., & Kamal, M. A. (2023). Analyzing the Role of Indoor Plants in the Design of Interior Spaces. *American Journal of Civil Engineering and Architecture*, 11(4), 120–126. <https://doi.org/10.12691/ajcea-11-4-3>
- Luqman, I. I., Rizal, K., Azri, J., Izzati, O. N., Diyana, M. N., Juliza, M., & Ayub, A. (2024). Enhancing customer dining experience through biophilic design: A case study analysis of restaurants. *BIO Web of Conferences*, 131, 05011. <https://doi.org/10.1051/bioconf/202413105011>
- Mashar, M. F. (2021). Fungsi Psikologis Ruang Terbuka Hijau. *Jurnal Syntax Admiration*, 2(10), 1930–1943. <https://doi.org/10.46799/jsa.v2i10.332>
- Mayasya, S., & Nugroho, A. C. (2025). Pengaruh Penerapan Konsep Biophilic pada Kafe Terhadap Emosional dan Kenyamanan Pengguna: Studi Kasus: Kafe di Bandar Lampung. *Jurnal TekstuReka*, 3(2), 66–79. <https://doi.org/10.32502/tekstureka.v3i2.534>
- Putra, B. A. P., & Elviana, E. (2024). Penerapan Arsitektur Biophilic pada Ulaman Resort. *Journal of Education Research*, 5(2), 1037–1048. <https://doi.org/10.37985/jer.v5i2.992>
- Silalahi, N. I., Dewi, O. C., & Widyarta, M. N. (2020). The influence of biophilic design applications to visitor's duration of stay in café: 5th Friendly City. *IOP Conference Series: Earth and Environmental Science*, 452(1). <https://doi.org/10.1088/1755-1315/452/1/012114>
- Ulrich, R. S. (1984). View Through a Window May Influence Recovery from Surgery. *Science*, 224(4647), 420–421. <https://doi.org/10.1126/science.6143402>
- Wasista, I. P. U., & Kerdiati, N. L. K. R. (2023). Lubheng Cemplong Sebagai Inspirasi Perancangan Green Wall pada Ruang Interior. *Lintas Ruang: Jurnal Pengetahuan Dan Perancangan Desain Interior*, 11(1), 19–33.
- Widiastuti, R., Prianto, E., & Budi, W. S. (2014). KENYAMANAN TERMAL BANGUNAN DENGAN VERTICAL GARDEN BERDASARKAN STANDAR KENYAMANAN MOM & WIESEBORN. *Riptek*, 8(1), 1–12.
- Yoningsih, K. A., & Hidayat, D. S. (2023). Pengaruh Green Brand Image dan Green Perceived Value Terhadap Green Trust untuk Meningkatkan Green Satisfaction (Studi Pada Restoran Vegetarian Kehidupan Tidak Pernah Berakhir Kota Bandung). *Jurnal Bisnis dan Manajemen West Science*, 2(04), 315–332. <https://doi.org/10.58812/jbmws.v2i04.776>