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The Healthy Dining Environment Design: A Comparative Visual Analysis of Interior Color Strategies in Jakarta

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Abstract: Jakarta as a metropolitan city with intense urban pressure and high stress levels, encourages society to adopt healthier lifestyles to maintain physical well-being and prevent diseases. Recently, people's awareness of healthy eating habits has led to the rapid emergence of restaurants offering health-oriented menus. Nevertheless, preliminary observations indicate that several healthy dining establishments lack a clear spatial and visual identity. This absence of a clear interior identity reduces their visibility and attractiveness to health-conscious consumers. This research aims to establish and strengthen the identity of health food restaurants through the application of interior design elements, particularly color. The study adopts a descriptive analytical method combined with a comparative analytical approach to three healthy restaurants. The findings suggest that the application of green color, together with natural materials and lighting strategies, visually communicates a healthy dining identity consistent with color psychology literature. Finally, the integration of the right color strategy in interior design is considered has the potential to reinforce the visual identity of healthy dining environment and encourage public involvement in contributing to social well-being and ecological balance. The contribution aligns with Sustainable Development Goals (SDGs), particularly goal three: Good Health and Well-being, by supporting environment that promote healthier lifestyle choices.

Keywords: interior, color strategy, healthy dining, well-being

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INTRODUCTION

As a modern society continues to advance, the demands of daily life have become increasingly complex, contributing to higher levels of stress among individuals. These growing pressures affect not only physical well-being but also mental health, making stress management an essential concern in contemporary lifestyle. Therefore, maintaining both physical and psychological health requires strong individual awareness and commitment to adopting healthy living practices. Implementing balanced nutrition, regular physical activity, and mindful self-care strategies plays a crucial role in promoting overall well-being and enhancing resilience in the face of modern life challenges. Adequate nutrition is a significant aspect of maintaining a regular diet, both in terms of spacing meals and adjusting daily diets based on energy value (Marila Paska, 2022). The main purpose of healthy and sustainable food initiatives is to establish an environment that encourages and supports consumers in making healthier and more sustainable food choices (Borham Yoon, 2020)

The increasing health consciousness among urban populations has catalysed significant transformations in dietary behaviour. In research conducted by Amram M. Fernandito in 2023, it was stated that a healthy lifestyle has an influence of 69.7% on interest in consuming healthy food

(Amram Marcell Fernandito, 2023). This shift is reflected in a growing preference for plant-based dietary patterns, widely associated with healthy eating practices and improved environmental and personal well-being outcomes. Previous study has shown that consumers in adulthood have a higher awareness of Health because they are more susceptible to psychological health risks. This segment prioritizes health over price, taste, or accessibility (Pilar Ester Arroyo, 2020).

In Indonesia, this trend is further evidenced by the rapid expansion of plant-based restaurants offering plant-derived meat alternatives, signalling a broader transformation within the urban food landscape driven by health awareness and sustainability considerations (Falih Ryan Dharmawan Putra, 2023). According to Baskoro (2022), healthy food aims to make the body feel comfortable, have more energy for activities and avoid diseases. Included in the healthy food category are plant-based diets, foods rich in antioxidants and animal proteins (Baskoro Harwindito, 2022). Therefore, it is interesting to conduct a field study on the relationship between healthy dining restaurant choices and interior atmosphere in supporting consumers to choose healthy food as an effort to support their healthy lifestyle.

Many healthy food restaurants emphasize menu innovation and branding strategies, yet limited attention is given to how interior colour design contributes to customers' perception of healthiness and psychological comfort. According to previous research conducted by Plasek in 2020, the effect of colour can differ according to the age of the consumer, which for young people colours have stronger effect than health messages (Brigitta Plasek, 2020).

The lack of empirical understanding regarding the influence of interior colour on dining experience may result in spatial designs that fail to fully support the intended healthy lifestyle concept. The study aims to compare the application of interior colour strategies in healthy dining restaurants and analyse how these strategies visually communicate healthy dining concepts based on environmental psychology and colour theory.

This research seeks to understand how interior color can function as an environmental design strategy that supports the visual identity of healthy dining environments. This study ultimately supports the achievement of the Sustainable Development Goals (SDGs), particularly goal 3: Good Health and Well-being (Nations, 2026). Unlike previous studies that primarily examine color psychology through user experiments or behavioral evaluation, this study contributes by providing a comparative visual framework for analyzing interior color strategies in healthy dining environments based on three restaurant case studies

METHODS

This research was conducted in a qualitative comparative approach to examine the interior design characteristic of three healthy food restaurant: SaladStop! (Case A), Burgreens (Case B) and Grainsly (Case C). These restaurants were selected based on their emphasis on healthy food consumption, although they represent different food concepts and service approaches (Dilek Yasar, 2024). This study does not evaluate users' psychological responses. Instead, it focuses on comparing observable interior design attributes, including colour application, material expression, lighting and spatial atmosphere across the selected case studies.

Data were collected through visual observation and photographic documentation of the selected restaurants. An observation checklist used to systematically document and organise the findings across these case studies. The analysis was conducted by identifying and describing the characteristics of each attribute within individual restaurants, followed by comparing their similarities and differences. The vegetarian restaurant category is represented by case B, while case A although not 100% plant-based, it is the first healthy food restaurant in Indonesia with MUI Halal certification, and case C provides real food made from scratch and fresh every day and

focused on practical grab and go services prepared with packages at more affordable prices.

The restaurant concept was reflected in the interior design through the furniture layout, customer circulation flow, as well as the identity of the space both in terms of material colour and finishing as well as artificial lighting (Ateria Group, 2026) (PT. Hijau Adil Sejahtera, 2026), (PT. Grainslly Sehat Enak, 2026).The findings were interpreted in relation to each restaurant's concept and color applied to understand how interior design expresses the identity of a healthy dining environment. This study was limited to observable physical and visual characteristics and did not assess customers' psychological perceptions.

RESULTS & DISCUSSION

Environmental well-being is the ability and capacity to live, work and study in a sanitary, safe environment where clean air and water, quality food, adequate shelter, and personal safety is maintained and encouraged (Uwaterloo, 2026). It also defines to value the relationship between us, the space we live and work in and the planet (Boston University, 2022). It involves noticing and understanding how the environment impact thoughts, feelings and how the actions impact the environment to make decisions, promote sustainability and respect for the community. Environment-friendly consumer behaviour is associated with higher life satisfaction (Welsch, 2025), in this case the adequacy of healthy food can be achieved through the selection of intake in carrying out a healthy lifestyle.

Healthy food is food that contains balanced nutrition consisting of carbohydrates, protein, healthy fats, vitamins, minerals and fibre to meet the body needs (Valentina Carfora, 2021). This contrasts with the concept of ultra-processed food (UPF) which is known as an unhealthy diet (Nikolay Belyaev, 2021). The growing public awareness of healthy eating habits has led to the rapid emergence of restaurants offering health-oriented menus, including both plant-based and non-plant-based options. It has resulted in increasingly diverse choices of healthy food menus.

In previous research conducted by Mellisa Fuster in 2021, it is found that engagement in health-promoting strategies can be good for business, given the reported increase in profit, consumer acceptance and business visibility (Melissa Fuster, 2021). Fulfilling the need of a healthy-eating habit has become a potential business opportunity, specifically with a specific target market that is currently developing into a lifestyle. A plant-based and non-plant-based restaurant has been found in many areas of Jakarta and its surroundings. According to Mc Keith in 2009, organic food is a food that is free from chemicals, all agricultural products that are free from fertilizer, chemicals, or additives from the beginning of seed planting (Aurellia Citra, 2024). Thus, it can be said that the healthy food category is a personal choice. The perception of organic as healthier may depend on individual preferences, dietary needs and values regarding sustainability and food sources.

Healthy Dining Environments

A healthy dining environment supports people to make healthier food choices (Tanya Horacek, 2019). As suggested in a previous study conducted by Xiao Di Sun (2021), restaurants should allow substitution or elimination of certain ingredients from menu items. A menu item on an entrée form is more amenable to modification for decreased calorie content as consumers have high taste expectations for popular traditional foods (Xiaodi Sun, 2021). There are demands for healthy dining restaurants for the people who have adopted a healthy lifestyle both in terms of awareness of maintaining health or in recovery. Table 1. Below shows the core components of a healthy dining environment.

Table 1. Core Components of Healthy Dining Environment

Healthy Components	Criteria
Nutritional Quality	Menus prioritize whole grains, lean proteins, and vegetables while limiting added sugar, salt and unhealthy fats
Accessibility and Affordability	Healthy options are conveniently located and prominently displayed with cost-effective compared to less nutritious alternatives
Information and Education	Menus feature clear calories counts and nutritional information to help customers make informed decisions
Environment and Culture	Healthy choices in offering free water and reducing sugar and processed items
Sustainability	Incorporation of eco-friendly practices, such as reducing packaging and sourcing locally

Source: Sun (2021)

A green interior environment is known to manage a positive influence on customers, encouraging patronage by inducing positive emotional reactions, such as reducing customers' stress levels. Restaurants with a natural ambiance are associated with the promotion of healthy food choices and sustainable consumption (Shi Ying Chua, 2024). Green practice in restaurants is classified into four categories, namely food and beverages, service, management and environment (Xiaodi Sun, 2021). Below in Table 2. shown the interior ambiance attributes of green practices in restaurants.

Table 2. Green Practices in Restaurants.

Attribute	Criteria	Item
Interior ambiance (interior-focused green practices) Sustainability	Interior decoration	-Nature-related images -Calming and nature colors
	Soundscape Lighting	-Sound of Nature -Slightly dimmed lighting -Sunlight as natural lighting
	Vegetation	-Plant trees to make environment feel greener
	Cleanliness	-Tidiness of environment -Clean facility
	Air Quality Furnishing	-Maintain fresh air -Recycle repairable and sustainable material

Source: Sun, 2021

In the study conducted by Nathalie Michels in 2022 several theories explain that exposure to green nature can counter stress effects and healthy eating. Beside the effect of plants, the colour green

can also be crucial as an effective natural element. Furthermore, in an experiment done in an indoor university, students preferred places with green elements over those without green elements, no matter if these elements were real plants or posters (Saara Vanhatalo, 2022). The following discussion presented data obtained from the field regarding three restaurants that carry a healthy food concept through the food menus with sufficient nutrition to support a healthy lifestyle. The object of the study is three restaurants serving healthy food, namely SaladStop! (case A), Burgreens (case B) and Grainsly (case c), all located in Jakarta. These restaurants were chosen on the grounds that they represent the human welfare in today's metropolitan era by the food servings, interior design and ambiance offered.

Healthy Dining Restaurants

The SaladStop! (Case A) is the first healthy restaurant in Jakarta in providing fresh, healthy salads, wraps, super protein bowls and activated smoothies. It has more than 80 outlets worldwide. The spirit of case A is to have a more conscious way of eating that is good. Established in 2009, it operates in Singapore, Philippines, Hongkong, Thailand and Indonesia. This restaurant offers customers full access to nutritional facts and serving portions of all menus, as well as carbon footprint information on the case A website. It is allowing the customer to take control of the nutritional value and environmental impact of their meals. This movement is categorized as a revaluating attitude towards food and moving forwards greater transparency in the food industry (Dilek Yasar, 2024). Case A gives customers the freedom to mix their own salah menu. This provides flexibility and convenience for customers to make choices, so they can create and modify the menu based on their own preferences. In general, the price of the menu offered here is quite expensive, this can be seen from the fresh raw vegetables and some sauces that are still imported products. In previous study conducted by M. Timothy at case A in 2026 indicates that healthy food menu variety has a positive significant effect on visit intention (Mahatama Timothy, 2026)

The branch surveyed is in Pantai Indah Kapuk, Tangerang. It is located inside the Central Market on the ground floor. Case A has an enclosed area with transparent glass around it with counter table facing the entrance.



Figure 1. Entrance, dining-area and interior of case A.
Source: Salim, 2026

The entrance area in case A features an engaging entryway defined by a curved wall. This allows customers to focus on entering the restaurant and look around before proceeding to the counter area to place their orders. The interior of case A shown in figure 1 above has artificial plants specifically in the dining area in vertical and horizontal view. This emphasizes the natural elements of the restaurants, visually reinforces the healthy food identity. The use of mirrors on the ceiling

creates a reflective effect, making the room appear spacious, in addition the artificial tree creates an illusion of tall, shady trees. Green colour was not seen in the application of interior elements other than plants. The natural finishing for wooden furniture has lightened the ambiance in the restaurant. The atmosphere created is the sensation of eating under the trees, as if in the open air amid the hustle and bustle of Jakarta.



Figure 2. Colour palette for Case A interior restaurant
Source: Salim & Nediari, 2026

Colour palette in case A shown in figure 2, tells that the restaurant dominates with warm wood tones, neutral colours and green tones to reinforce its healthy dining concept. The extensive use of warm wood tones on furniture and wall panels represents warmth, authenticity and connection to natural materials. Neutral colours such as light beige on the floor and seating provide visual balance and creates a visual impression of cleanliness and simplicity. Green, visible through indoor artificial plants, the vertical garden symbolizes nature, freshness and vitality. This dining atmosphere colour palette creates a harmonious atmosphere that aligns with biophilic design principles, fostering a sense of comfort atmosphere.

Burgreens (Case B) is an Indonesian plant-based restaurant brand established in 2013, recognized as one of the pioneers of sustainable and conscious dining in Indonesia. This healthy choice of restaurant is the leading plant-based food chain in Indonesia specializing in delicious Asian and western cuisine (PT. Hijau Adil Sejahtera, 2026)]. Case B with eight branches spread across Jakarta, Tangerang and Bali, was founded by Max and Helga, a young vegan couple who are passionate about making a healthy and sustaiable lifestyle mainstream in their hometown in creating culinary innovation and local empowerment. The menu concept adopted by case b includes highly nutritious, 100% plant-based, whole food carbs, homemade from scratch with natural ingredients such as coconut oil, salt and natural spices. It also has healthy menu set that customers can choose in maintaining intake during their diet period.

Moreover, case B also provides extra programs in the form of education to the community such as healthy eating talks, cooking demo and nutritional coaching with plant-based certification by the owner. Unlike other international health fast-casual chains, Bugreens positioned itself not only as a provider of nutritios food but also as a socially responsible enterprise promoting plant-based living, local sourcing, and environmental awareness through social community. This can be seen from the facilities available in the restaurant area which also has a plant-based collaboratioin product sales area that is in accordance with Case b concepts.



Figure 3. Entrance, dining area and retail area in Case b.
Source: Salim & Nediari, 2026

The survey was conducted at Case b branch in Menteng, Central Jakarta. The interior of Case b as seen in figure 2 shows the entrance, dining area and retail area. It has a layout with an open entrance so that customers can enter and exit to stop by the retail area. Indirectly, this type of layout wants to provide a flexibility for customers, as well as implied that Case b is very open in introducing plant-based food to the community. The interior applied a grid circulation at the dining area. The furnitures apply high-pressured laminates with wooden natural finishes for the counter and dining table, bright yellow duco finished for rattan dining chairs and an expose concrete wall finished.



Figure 4. Colour palette for Case b interior restaurant
Source: Salim & Nediari, 2026

Colour palette in Burgreen's restaurant shown in figure 4 tells that the restaurant dominates with earthy green, brown, and natural wood tones to reinforce its healthy dining concept. The extensive use of earthy brown and wood tone on furniture and wall panels also represents warmth, authenticity and connection to natural materials. Light yellow become accent in interior to give happy feeling and mood to eat.

Grainsly (Case C) is an Indonesian healthy fast-food restaurant brand founded in 2021 by Dr. Reffy Nugraha and Anna Maria. The restaurant focuses on providing nutritious meals made from fresh and natural ingredients to support a healthier lifestyle. Nowadays, Grainsly has expanded to around twenty outlets located in Jakarta area [12]. Grainsly is a contemporary casual dining restaurant in Jakarta known for its concept of serving healthier comfort food through creative reinterpretaions of popular dishes. The restaurant offers menu items such as slim toast, sandwiches, and grain-based meals. By emphasizing ingredietns associated with balanced nutrition, Grainsly positioned itself as a modern lifestyle restaurant that appeals particularly to urban consumers seeking practical yet healthier food choices. The survey was conducted at Grainsly Sumarecon Serpong, Tangerang. Located in a three-storey shophouse building, customers seem to come and go since the menu offered is quite light and can be consumed in a short time.



Figure 5. Entrance, dining area and menu board at Grainsly.
Source: Salim & Nediari, 2026

The Grainsly interior is dominated using natural wood finishes, white and green accents. It applied in wooden panels, furniture, doors and floor finishes. It creates natural ambiance with white surfaces on top table and ceiling finishing that create brighter space. Grainsly restaurant as seen in figure 5 emphasizes healthy, clean and simplicity concept through its colour and material used. Green is an accent colour, at the signage and menu board and book, symbolizing natural and freshness. The ambiance is warm and inviting, created through soft lighting and enhances the natural tones of the interior. White paint finishes on the ceiling create a higher space and clean. Most furniture has white surfaces; it creates the interior appear bright and clean.



Figure 6. Color palette for Grainsly interior restaurant
Source: Salim & Nediari, 2026

The color pallette of Grainsly shown in figure 6 shown that it gives natural and soothing impression. Most of healthy food products are derived from plants, therefore people have built associations that green represents a healthy lifestyle. The combination of green tones, brown and off white creates a comfortable and natural environment that reflects the restaurant's healthy and clean lifestyle concept. This design can contribute to a sense of well-being by comfort, visual warmth and natural materials.

Comparative Analysis Environmental Wellbeing Framework

Building upon the analysis of the three case study restaurants presented in the previous sections, this section provides a comparative analysis within the environmental wellbeing framework. A comparative analysis of these healthy eating restaurants reveals three distinct spatial interpretations of a healthy dining environment.

Although all the restaurants position themselves within the healthy food segment, their interior design strategies activate different dimensions of environmental wellbeing and shape customers' perception of health through varied spatial cues.

Table 3. Healthy Dining Environment in Jakarta

Aspects	Case A (SaladStop!)	Case B (Burgreens)	Case C (Grainsly)
Logo	SALADSTOP! SALADSTOP!	BURGREENS	grainsly g
Concept	International healthy fast-casual chain emphasizing fresh salads and nutritional transparency	Indonesian plant-based restaurant promoting sustainability and ethical eating	Urban healthy café focusing on grain-based meals and casual dining
Interior Colour	Bright green, white, and light neutral tones	Earthy green, brown, and natural wood tones	Neutral palette with warm tones and minimalist accents

Material Expression	Clean surfaces, modern finishes, and graphic element	Natural material such as wood textures, and organic finishes	Contemporary café materials such as wood, metal and simple finishes
Spatial Atmosphere	Bright, clean, and efficiency-oriented environment	Warm, natural, and community-oriented ambiance	Casual, relaxed and lifestyle-oriented café atmosphere
Dining Area Character	Organized seating supporting quick dining turnover	Comfortable seating encouraging longer stay and social interaction	Flexible seating supporting casual meetings and social gathering
Cashier Area	Menu boards with calorie information and nutritional transparency	Educational messaging about plant-based lifestyle and sustainability	Simple café-style ordering area, emphasizing accessibility
Environment Dining Atmosphere Dimension	Cognitive dining atmosphere (clarity, transparency, informed decision making)	Affective and ecological dining atmosphere (comfort, nature connection, sustainability awareness)	Experiential dining atmosphere (urban lifestyle integration and social comfort)
Visual Impression Design Implication	Health associated with nutritional clarity and functional efficiency Transparency through clean and bright visual identity	Health associated with naturalness and ecological consciousness Sustainability through earthy natural palette	Health associated with balanced lifestyle and everyday accessibility Everyday healthy lifestyle through warm minimalist palette

Source: Salim & Nediari, 2026

The three restaurant has their own identity and values to share with the customers, namely: SaladStop! has clarity, transparency information of nutrition, as the consideration for its customers. Bugreens has emotional comfort and nature connection with educate plant-based food to the community , and Grainsly has lifestyle integration and social interaction with its simple and healhty menus.

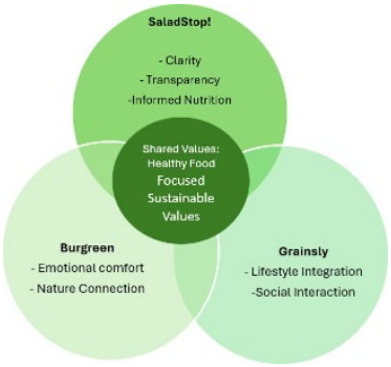


Diagram 1. Shared values for Restaurant Case A SaldStop!, Case B Bugreen & Case C Grainsly
Source: Nediari, 2026

Diagram 1 shows that three restaurants with the healthy food menu category has the sustainability as the main value of the businesses. This makes healthy food consumption important for the community and requires a visual identity that can be easily understood by the public. Table 4 below shows the color chart analysis for the three restaurants. Earthy colors applies in the restaurants to enhance the values of healthy food menus while diagram 1 shows the sustainable values as the spirit of the healthy restaurants.

Table 4. Interior color chart analysis

Restaurant	Colour Charts	Analysis
Case A		Earthy colours, wooden material and finishes were selected by interior designers in visualizing a healthy perception of a restaurant with healthy food menu
Case B		
Case C		

The findings indicate that the presence of green suggest the visual communication of healthy dining concepts of wellbeing. Green supports the visual communication of freshness and nutritional credibility, reinforcing a healthy dining identity in the health value of the food offered. Consequently, the integration of green within interior design strategies can function as a key design element that bridges spatial aesthetics with health-oriented branding as stated in Sustainable Development Goals No. 3 for good health and well-being matters.

CONCLUSION

A comparative analysis of these healthy eating restaurants reveals three distinct spatial interpretations of a healthy dining environment. Although all the restaurants position themselves within the healthy food segment, their interior design strategies activate different dimensions of environmental dining atmosphere and represent different visual strategies of health through varied spatial cues. The comparison highlights how interior colour strategies, spatial organization, and material expression contribute to different dimensions of environmental wellbeing, shaping how customers cognitively, emotionally, and socially perceive healthy dining environments.

This study is limited to comparative visual observation of interior design attributes and does not include direct user perception data. The findings interpreted as design-based observations supported by previous literature. Future research may further investigate how different shades, intensity, and spatial distribution of green influence users' psychological responses and dining behaviour, potentially combining environmental observation with incorporate questioners, interviews or experimental methods to validate users' responses to deepen the understanding of colour-based dining environment in healthy restaurant design.

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