

PERMA Happiness Model and its Impact In Successful Interior Design of Jordanian Restaurants

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Abstract

PERMA Model is a theory created by Martin Seligman in the field of psychology and developed to be a positive theory served other fields since that it stands on five basic elements that fits on interior design; these are Positive Emotion, P and Engagement. E, Positive Relationships R, Meaning M, Accomplishment A. The former elements are applying the concept of happiness in life which considers a key sort of social and sustainable development, even though there are no reliable programs to create happiness in line with the interior design of restaurants as a case study. This paper aims to find out the link between PERMA Model and the interior design of restaurants as a sort of happiness to determine if the descriptions of happiness presented by the most successful restaurants in Amman would fit with this model guide lines in a way that help designers to use this model as a process to create happiness within the restaurant in Amman. The sample of this study was four Jordanian famous restaurants [vivid, Haretna, Boho house, and Jameda] studied based on the Descriptive analytical method, follows a qualitative & quantitative approach, the data related to these samples was collected through published resources, colored photos and site visits. Open-ended interviews and surveys with random 44 sample response to the questioner, 20.5% male and 79.5% female in the age around 17-46 years. The researcher also used Google Questioners, these questions was divided into two factors: Tangible & Intangible. The results in Vivid showed the highest results [p] 87%, but in Boho house and Jameda restaurant showed the lowest in [A] 20%. All in all, the conclusion shows that people were extremely happy with the PERMA model decisions in all of these restaurants.

Keywords: PERMA, happiness, successful, interior design, Jordanian restaurants

Introduction

Since the beginning of the industrial revolution, the prosperity of nations has been measured by the extent of their industrial and economic development however, this industrial and economic welfare has had less or perhaps adverse impact on societies as individuals and their relationships with others.

Many researches have talked about the importance of money in making life satisfaction, but the relationship of money with the sense of happiness was reversed where there was an approximate need for positive relationships among people and social belonging to sustain well-being.

In 1998, Seligman (1998) talked about the concept of Positive Psychology that drives from the consonant need of people to develop their capacities in life such as love, compassion, creativity, curiosity, and so on. Therefore, positive Psychology looks for the reasons and ways that makes both individuals and communities more successful in seeking their happiness. The main concern of this study is to show the importance role that the built environment plays in the happiness of people who lives in it. Creating the "PERMA" model helped in experimenting the well-being and happiness in each place through

tackling the main elements: Positive Emotion,(P), Engagement(E), Positive Relationships (R), Meaning (M), accomplishment/Achievement (A) which can be defined and measured independently of the other elements (Seligman, 1998).

Statement of the Problem

The PERMA model of happiness has demonstrated its applicability to the interior spaces of restaurants as it stimulates customers to enter the place, enjoy its details and keep a living memory of it that encourages them to return to it again. Yet, there is a great ignorance among successful restaurants in Amman, when it comes to creating new ideas for competition since that successful restaurants supposed to provide the integrated Functions of dining room, living room, meeting room, and even courtyard and playground in addition to other intangible things such as songs, music, group games (Jakaroo, intensity, billiards game) and more.

In such a manner interior designers should consider the following questions:

- What causes a restaurant to be loved by customers apart from delicious food?
- How does a restaurant engender a strong impression for customer?
- How is a restaurant remembered by customer?
- Can interior environments engage people in pleasurable and meaningful experiences and thereby have a positive influence on their happiness?

Objectives

The purpose of this study is to determine whether descriptions of happiness provided by a successful restaurants in Amman would align with the PERMA model pathways, and how can we use this model as a guide in the design process of restaurant interior environments that aim to contribute to people's happiness.

1. Finding the link between PERMA model applications and successful restaurants design in Amman.
2. Propose some indicators using PERMA model in designing restaurants to assist a designer for the designing process.

Literature Review

The literature review is divided into two parts: first, about the PERMA model and happiness theory and its application on interior environment, while, the second focuses on literatures concerning sensory study and restaurant interior design. In addition to academic researches related to the theories that have potential application in restaurant design.

Ryu & Jang (2007) discussed the importance of spatial design and its influence in the visitors and the amount of their visits, taking into consideration some important factors as lightening. If it is warm then it is romantic, comfortable and relatively high prices, whereas bright lightening suggest more causal place, faster service and lower or acceptable prices. They also talked about studying space and wisely using it in controlling crowdedness, ease of movement, using appropriate number of seats, and provide dining privacy. If these elements existed in a dinning aria then it is successful. (Ryu & Jang, 2007]

Yu (2009) says that we firstly relay on our five senses of smell, taste, and touch to create our reality in addition to the indirect mode of symbolization. Therefore, whenever a customer is in the experience of having a social activity or just enjoying dinner he will activate all of these senses to create certain feelings and perceptions (Yu, 2009).

Achor (2010) came out with outstanding results in his latest research in the field of positive psychology. He found out that human brains function better when they are happy and that is not necessary to relate happiness to abstract ideas when we also have concrete

things to make our brains happy. These happy brains are more impulsive as they do not procrastinate, become more productive, and transmit happiness to others (Achor, 2010).

When Seligman, (2011), invented the PERMA model of happiness, he was paving the way of happiness for mankind, especially as he collected in this model five fundamental points that contribute to the happiness of mankind and thus to their development (Seligman, 2011).

Yildirim, Hidayetoglu, & Capanoglu (2011), studied the impact of colors in the interior design and spaces and found out that there is a huge impact when it comes to the connection between happiness and colors since that there are some colors evoke certain moods so in return we will have different responses. These responses vary depending on personalities, sex differences and spatial characteristics (Yildirim et al., 2011).

Petermans & Pohlmeier (2014) took into account the fact that people are the main elements in any built environment that brings it to life yet, there are few more things that interior architects might want to consider in implementing ideas in relation to (design for subjective well-being). This positive design framework highly helped interior architects in the process of designing positive interior environments which contributes in people's happiness and well-being. The derived attention to this point of SWB will surely change and develop the process of designing interior environments (Petermans & Pohlmeier, 2014).

D'raven & Pasha-Zaidi (2016) used the PERMA model with cultural basis in the United Arab Emirates and proved the effectiveness of The PERMA model in creating opportunities and meet the challenges that researchers face in trying to create a flourish nation as well as helping them to absorb the cultural changes that result from such attempts (D'raven & Pasha-Zaidi, 2016).

Anantadjaya et al. (2017) used different variables and indicators to examine the reactions of people who have eaten in a casual dining restaurant, at least once. This examination ended up with the result that variables and indicators used have proven to have the influential contributions to the level of customer loyalty (Anantadjaya et al., 2017).

Chong (2018) highlighted some major factors that influence our decision to come back for a restaurant affected by the physical environment of the place. The study opens up the discussion with four physical environment factors: facility aesthetics, ambience, lighting and spatial arrangement. Each one of them has a level of influence measured by online survey and questionnaires. The study ended up with some solid results such as; the café owners and managers should consider the importance of facility aesthetics and lighting in café layout and engineering design rather than overly focus on ambience creation and space arrangement pertaining to tables and chairs layout and positioning. Aside of the interior design, music concedes an important key factor to attract attention to induce a pleasant feeling in customers by eliciting positive emotional responses such as pleasure and arousal within the customers.

Based on the literature review and finding approaches that are applicable in successful designing of restaurants; all would transfer into a framework that might be an effective reference for designers and restaurant owners. All in all, the connection between these two kinds of literature review, is to illustrate the future usage of the link between PERMA model and successful design of restaurant as an indicators as following (Chong, 2018):

P. Positive Emotion

We can reclaim that each positive thing can provide a mood of happiness to the client. Either by using tangible elements of interior design such as: green wall, water feature, beautiful furniture and accessories, sculptures, green plants, natural and artificial lighting

systems, or by using intangible elements such as: songs, music, games, dancing, listening to Poems or lectures, films etc.

E. Engagement

There are many activities in restaurant that helps people to engage and interact in a restaurant like: beautiful seating, playing games (Jakaroo), intensity, billiards game, listening to songs or poems, lectures, dancing etc.

R. Relationships

Creating friendly atmosphere by enhancing activities among restaurant guests as in using bingo game or giving a social lecture, having a studying area, fixable areas for private parties etc.

M. Meaning

Successful restaurants add elements to the interior design that gives people meaning and memorable things for example: mural with traditional ornament, colors effect in wall or furniture style, handmade Jordanian accessories, Jordanian traditional intangible things like folklore dancing (Dabka), traditional songs, traditional uniform etc.

A. Achievement, Accomplishment

Those successful restaurants with remarkable achievements can use these achievements as a part of their interior décor to encourage people to visit them by using the achievement wall, this wall might have photos of celebrities that have visited the restaurant or pictures from a great party happened there, some restaurants also use videos of these activates and show them in interactive screens to motivate the gests to return.

Methodology

The sample of this study was four Jordanian famous restaurants (Vivid, Haretna, Boho House, and Jameda) The study is based on the descriptive analytical method, follows a qualitative and quantitative approach, the data related to these samples was collected through published resources, colored photos and site visits. Open-ended interviews and surveys with random 44 sample response to the questioner, 20.5% male and 79.5% female in the age around 17-46 years (see Figure 1). The researcher also used Google Questioners, these questions were divided in two factors: Tangible & Intangible.

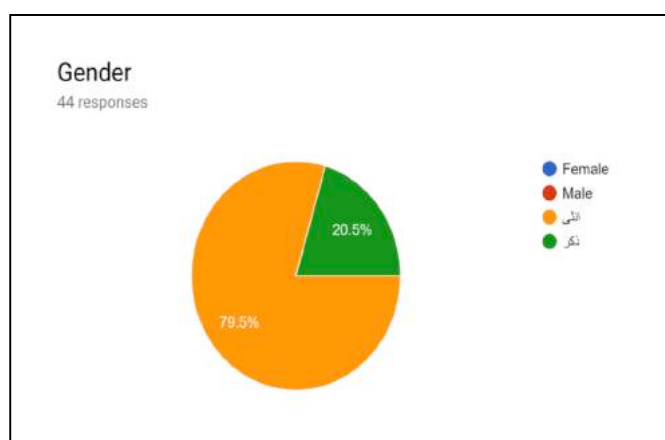


Figure 1 The percentage of 44 responses related to the Gender [male and Female] in successful Jordanian restaurant

Limitations

The study is limited on the time from 2014-2019 and relied heavily on the Tangible factors: [furniture and accessories, walls, finishing materials, flooring, ceiling, lighting (natural and industrial). Color scheme, water fetchers, plants).

Intangible factors: [songs, music, poetry, modern technique, awareness lecture, group games (jakaroo, intensity, billiards game), successful Jordanian restaurant (vivid, haretna , boho house and jameda) are used in Google questioner by random sample responses. There are 44 responses to the questions 20.5% male and 79.5% female the age is around 17-46 years.

Successful Restaurant Descriptions

Vivid Boulevard (2014/4/1)

Vivid which was inspired by renowned Middle eastern artists is a restaurant and café lounge Located in The Boulevard ,Amman -Abdali Boulevard- see picture1.

Vivid means (of a color) intensely deep or bright

The restaurant colors gives a very strong Positive emotions in addition to its amazing top view that attract people, where it's exposed on to the view of the boulevard on one side and the view of Amman on the other, the restaurant has many unique aesthetic graphics also the lighting plays it's perks.

The cozy way that sitting areas organized in the whole café (couches, chairs and bar stools) also there are swings that give a new twist to restaurants, and the way they serve the food helps to create engagement. The place hosts many activates like (Oud night, bingo night, Afandi night) which increases the interaction and participation.

As well as the fun events such as: Football nights, board & card games and inviting bands on their stage. Also having free Wi-Fi and multiple TV screens.

Vivid's biggest achievement is achieving the PERMA model. It gives a positive feeling with how colorful and spacious it is, the engagement is well thought out and designed to give its customers comfort and happiness, the relationships helps build and strengthen the meanings they hide behind their colors and style, and through all of that they achieved the model successfully.



Figure 2

Vivid boulevard restaurant in Amman 2014, elevation and indoor places [by researcher]

Finally the research finds many common tangible and intangible factors between these four case studies; these factors were used to design the online questionnaire to answer the problem questions.

Boho Haus (2016/5/1)



Figure 3

Boho Haus Restaurant in Amman 2016, elevation and indoor places [by researcher]

Boho Haus restaurant, is now famous in Jordan with a high rank that provided its success. This restaurant is located in Amman Makka Street Behind Cairo Amman Bank. See Figure 3

The bohemian design of the restaurant reflects a sense of happiness rises from the colors, pictures, shapes and nature wise all related to the bohemian culture. We can see the tangible factors in the two floors of the restaurant and in the indoor, outdoor vibrant seating area, showing the Bohemian lifestyle as a real way of living.

There are many reasons in this places that makes is successful and worthy to visit more than once. The restaurant perfectly reflects the Bohemian atmosphere of the vibrant colores and materials such as: leather, fabrics, pattern, wallpapers, black tiles and many famous bohemian pictures which makes the place unique and beautiful.

It also gives customers a variety of international & Bohemian-inspired cuisine. while surrounded by an artistic and unconventional ambience in space divided to allow visitors to move easily and find what they need, seats are distributed in a way that allows people to engage and maintain their privacy at the same time.

Finally the lighting depends on both natural and industrial lighting. Natural lighting gives positive effects on brain and health, at the same time the spot lights and warm lights were used as the industrial lighting.

Jameeda Khanum: (2017/4/25)

Is in the Down town of Amman. It stands on the mixture of heritage of the country spirit and support the youth energy in terms of handicrafts, products, poetry and singing. The natural lighting gives positive effects on brain and health. See Figure 4.



Figure 4

Jameeda Khanum Restaurant in Amman 2017, elevation and indoor places [by researcher]

The industrial lighting they used warm lights and chandeliers in the form of pumped dress to gives feminine feeling. They serve famous traditional food like Mansaf in a very classy and modern way, and the menu includes breakfast , lunch , and dinner as well as dessert. They have divided space in a way that allows visitors to move easily and find what they need, seats were organized to engage people and maintain their privacy at the same time. As for the calm atmosphere, they used the beige and wooden colors scale. They used so many different materials such as wood , glass , metal , plaster , fabrics, pattern wall papers, a pattern in tiles which makes the place unique and beautiful.

Haretna Restaurant (2018/5/1)

This restaurant was located in Amman Al-,Rabyeh, Kabul St. see figure 5. The place designed as a small sector of a town gives the visitor a feeling of the street life “Hara”.

The Lighting depends on natural light that gives you the feeling of the open space to improve the street atmosphere at the same time they used industrial lighting in different types of lighting one to simulate the street lighting shapes and the other help to achieve unity in the ceiling.



Figure 5

Haretna Restaurant in Amman 2018, elevation and indoor places [by researcher]

They used a lot of signs with funny quotes written in slang language on the wall. The food includes lunch, appetizers, desserts, pasta and salads, drinks and also shisha are available, the space is designed in a way that guide visitors to move easily and find what they need by lines and arrows on the floor to create a path. Seats are organized in a way that allows people to engage and designed to be on two levels, one of them on a step looks like a sidewalk, also the service bar had been located to be near the tables to serve the visitors like the supermarket.

They used a lot of colors but focused on: Orange: Means excitement, warmth and enthusiasm, extrovert, exuding happiness and joy. For example: The color of optimism. Yellow is a compelling color that conveys youthful, fresh energy. Green: The color of growth and health. Blue: represents knowledge, power, integrity, and seriousness. On the other hand they used so many different materials such as: Wood, Fabric, Glass, Bricks, Recycled Barrel, Steel.

Results

As a start the researchers chose many successful restaurants in Jordan by using the online questioner. After the response of 44 random sample of customers, the higher percentage of response has been taken and it was in four cases: Vivid the highest one, after that Haretna, then Jameeda and Boho Haus had the same percentage, in tangible and intangible elements. See Figure 5.

Restaurant name

44 responses

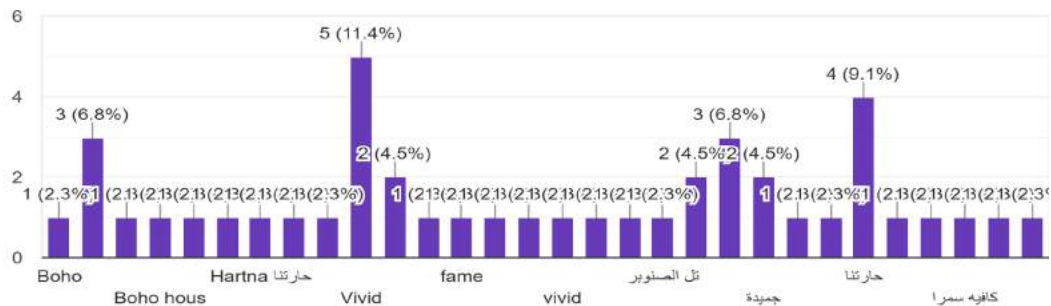


Figure 5

The evaluation of Jordanian successful restaurant by 44 responses

There are many reasons for a restaurant to be loved by customers apart from delicious food we can find in it. The results of the online questions about these four case studies of the successful restaurants in Jordan; determined the descriptions of happiness provided by a four case study of successful restaurant designs [tangible and intangible elements] in Amman that would align with the PERMA model pathways we can see that in the table below. See Table 1, Figure 6, Table 2 ,Figure 7.

Table 1

The evaluation of PERMA modal in the tangible elements of Jordanian successful restaurant.

Successful restaurant	PERMA model					100%	Num. of visit per month
	P	E	R	M	A		
Vivid	87	53	67	87	63	71.4	5
Haretna	80	49	60	78	59	65.2	4
Jammeda	43	30	20	43	43	35.8	3
Boho House	43	30	20	43	43	35.8	3

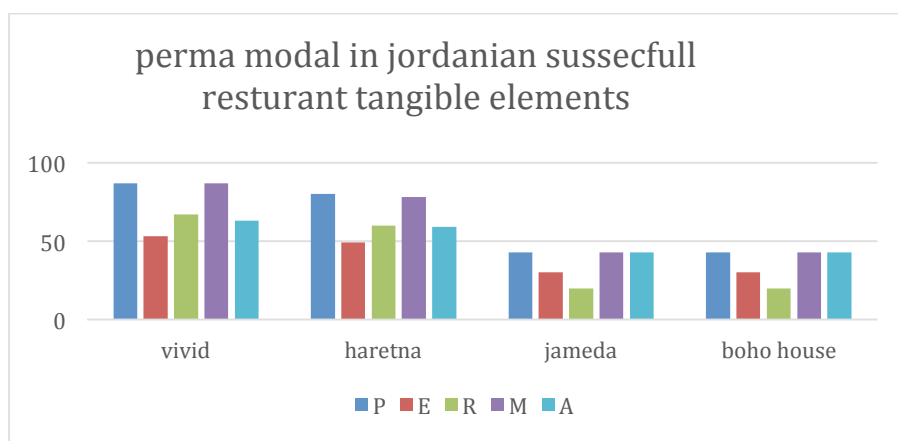


Figure 6

The evaluation of PERMA modal in the tangible elements of Jordanian successful restaurants

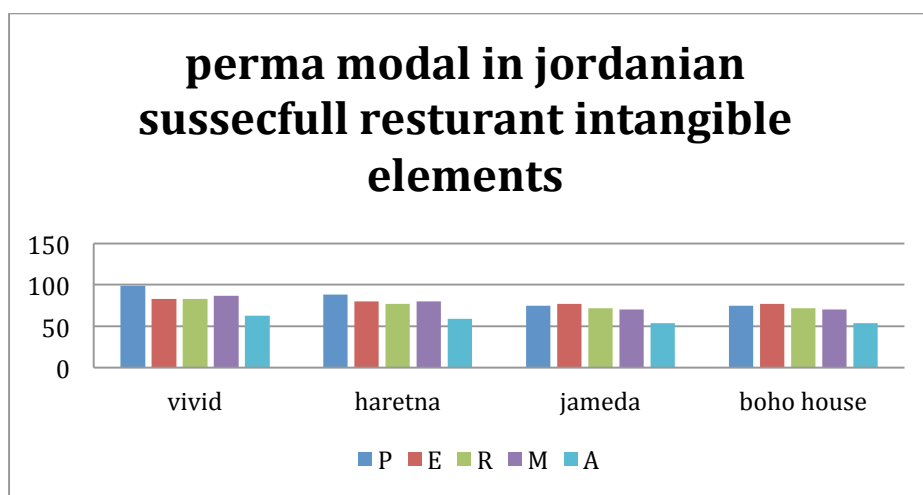


Figure 7

The evaluation of PERMA modal in the intangible elements of Jordanian successful restaurant

Table 2

The evaluation of PERMA model in the intangible elements of successful Jordanian restaurants.

Successful restaurant	PERMA model						Num. of visit per month
	P	E	R	M	A	100%	
Vivid	99	83	83	87	63	83	5
Haretna	88	80	77	80	59	76.8	4
Jammeda	75	77	72	70	54	69.6	3
Boho House	75	77	72	70	54	69.6	3

The figure below shows the usage of PERMA model as a guide in the design process of restaurant interior environments that aim to contribute in people's happiness also shows the evaluation of the links between Tangible, intangible elements & PERMA model in four Jordanian cases. See Table 3.

Table 3

The evaluation of the linked between Tangible ,intangible elements & PERMA model in four Jordanian cases.

PERMA Model	Tangible factors										Intangible factors			
	Furniture	accessories	Wall	flooring	ceiling	lighting	color	Water fetchers	plants	materials	Song & music	Group game	lectures	poetry
P	83	83	77	43	63	80	90	57	73	60	99	63	30	60
E	67	53	37	43	37	47	43	30	53	30	83	67	33	33
R	67	67	60	40	47	33	33	27	37	20	67	83	23	50
M	87	80	80	25	67	50	90	43	60	83	93	63	50	40
A	87	90	63	63	57	50	47	43	47	53	50	63	37	47

The Indicators of Tangible Elements:

1. Intangible factors the highest percentage of the positive emotion was 90% in color effects. While the percentage of the flooring effects was 43%.
2. The furniture layout helped to increase the percentage of the engagement in to 67%, and relationships into 67%, conversely the effects of water features and materials has decreased the engagement to 30% and relationships to 20%.
3. In tangible factors the highest percentage of meaning was 90% related to color effects. While the percentage of the flooring effects was decreased to 25%.
4. As for the accessories, this study found it helps to increase the percentage of achievement to 90%. While the effects of water features decreased the accomplishments to 43%.

The Indicators of Intangible Elements:

1. In the intangible factors the highest percentage of positive emotions was 99% related to song and music effects. While the percentage of lecture awareness effect was decreased to 30%.

2. The songs and music helps to increase the percentage of the engagement to 83%, conversely the effects of poetry decreased the engagement to 33%, whilst the group games helped to increase the relationships to 83% and lecture awareness decreased it to 23%
3. In the intangible factors the highest percentage of meaning was 90% related to color effects. While the percentage of flooring effects was decreased to 25%.
4. Were as the group games helped to increase the percentage of achievement to 63%. While the effects of awareness of lecture decreased the accomplishments to 37%.

Findings

The research ended up with a better understanding and by so application for the relation between physical environment and visit intention. Therefore, the studied restaurants sample proved that consumers get attracted to the tangible and intangible aesthetics as lighting and beautiful furniture which can support the success of a restaurant especially when it is newly established since it drive consumer's intention to visit. This study also proved the fact that Jordanian society is more collectivistic where people care more for group activities so they tend to appreciate the social values, belonging needs and gatherings which is a perfect commodity offered by successful restaurants.

This study is the first to examine physical environment and visit intention in specific to restaurants in Amman and stresses the importance of expanding this study in addition to the need to study people's reactions to the newly opened restaurants.

The researcher also calls for future researchers to intensify studies on the internal environments and their importance reflected on consumers, not only in the famous restaurants, but in all other entertainment tools because it will certainly achieve balance and economic prosperity where owners and managers can increase consumers' positive feedback and get the benefit of consumers interpretation toward the place or the brand.

Conclusion

In conclusion, the research ended up to find that even though there are no reliable programs to create happiness in line with the interior design of restaurants as a case study yet, this paper actually found the link between PERMA Model and the interior design of restaurants as a sort of happiness to determine that the descriptions of happiness presented by the most successful restaurants in Amman fitted with this model guide lines in a way that help designers to use this model as a process to create happiness within the restaurants in Amman.

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Appendix

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