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Article

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How Customer Responding to Coworking Spaces By 24 Hour Service Providers Under the Covid-19 Pandemic: A Case of Three Dummy Coworking Space Providers at Nakhon Ratchasima Province, Thailand

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ABSTRACT

Purpose: This study objective was looking for the variables of customers' responding to coworking spaces during the covid-19 pandemic in Thailand. In the study we have set up three dummy coworking spaces in Nakhon Ratchasima, Thailand by testing the customers' responding to the dummy coworking spaces services.

Design/methodology/approach: This research is qualitative research and attempted to sizing a coworking space customers' responding to the coworking space satisfaction, based on the various perspectives which described in sub-variables. The research instrument has been developed and created by using the quantitative method as a primary investigator (PI). The sample is four hundred customers who gave their insights about coworking spaces services by measuring their satisfactions.

Findings: The results show that consumers are satisfied with product, price, promotion and place perspectives that provided by coworking space providers during covid-19. The recommendation for further study at other coworking spaces in many provinces, particularly in the big cities since the covid-19 crisis is getting more severe in the New Normal.

Research limitations/implications: Time plays an important factor in the covid-19 crisis and makes a difference as far as prior and after immunization. The research framework needs to conduct more at other provinces for customer satisfaction variables confirmation.

Originality/value: This research is original research which explored customers' satisfaction during the Covid-19 pandemic and it provides benefits for co-working space service providers. They adapt the co-working space suitable for people who are comfortable and safe. Furthermore, the co-working space service providers have a customer insight for new service creations.

Keywords: Coworking Spaces, Covid-19, Home-office, Homeschooling, Marketing Mix

I. Introduction

This paper discusses coworking space in Thailand

during Covid-19 pandemic. Three dummy coworking spaces (CWS) at Nakhon Ratchasima, the largest province in Thailand, were selected for customer survey. The crisis has affected the business operations particularly startups businesses which connected with the business environment (Salamzadeh & Dana, 2021). Since the Covid-19 spreading, it makes the change of working place concepts, people can work for anywhere

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that have an internet and the equipment supporting. The office equipment such as printers and fax machine are provided by coworking spaces by sharing with other customers and it makes customer more conveniences. The developments of Zoom and Google Meet applications, people are not necessary to travel for their business trips that can reduce their travelling time. Hotels and apartments were the early coworking space providers, where you could rent a meeting room with audio visual and teleconferencing equipment. The Sheraton hotel group was on the forefront of this movement back in the 1990s. At the same time Starbucks coffee shops realizes that people are more interested in a meeting space than just drinking coffee. The franchise and corporate stores grew across the USA and worldwide providing eloquent settings for meetings and most of all coworking with fast Wi-Fi. Generally, coworking space providers receive the additional revenues from coffee and refreshment products selling that give high revenues for them. The coworking space also provides the copying and printing services that turned coworking space to office of entrepreneurs, business operators and startups. The trend of coworking space business has continued to grow then this research will provide the critical points for coworking space improvement.

Abushammala, (2022) studied the influence of Covid-19 pandemic on household income and wellbeing and found that the household income and well-being received the effect from Covid-19 pandemic. The purchasing power is gradually declined and consumers purchased the needed products.

The customer satisfaction of coworking space was conducted in Thailand before the Covid-19 pandemic and generated more business practices for customer satisfaction enhancement. However, the customer satisfaction of coworking space under Covid-19 pandemic is not have sufficient information for coworking space operators. The research gap is the difference of coworking space practices for customer satisfaction under the Covid-19 spreading.

The results also provide the customer insights which benefit the entrepreneurs and startup businesses to develop their coworking space businesses in the future.

II. Literature Review

The coworking spaces and the underpinning theories are explored by the literature review which can be identified the various components of marketing model variables. The research hypothesis has been developed from literature review which divided into different sub categories of customer satisfaction which deal with the functional and architectural aspects as well as the business models for CWS. Coworking space provides the working space for innovative ideas and new venture creations. The relationship between coworking space satisfaction and venture growth is significant as more customer satisfaction creates the venture growing (Bouncken, et al., 2022). The milestone publication in terms of coworking spaces is the work of Inka, & Suvi (2016) who described the different typologies of coworking space as it is an industry standard for new office working definitions. The collaboration centers, public offices, co-working at the hotels, third places office, incubators working area and shared studios have been identified for 6 coworking space types. The further identified coworking space into 2 categories, profit business forms and non-profit forms. The coworking space also identified further as the private working rooms and public working spaces. Coworking spaces have different types which depend on objectives. Most of the coworking space types have been identified such as physical working areas, inspiration environments and innovative playgrounds. Coworking space sustainability goals received the influence from customer satisfaction and surrounding environment. The improvement of the coworking space environment certainly creates the sustainability of coworking space providers (Bouncken, et al., 2023).

Botsman, & Rogers (2011) also give the details of coworking space as a collaborative consumption for business people and entrepreneurs who spent their working time at coworking space. The ways of business people and entrepreneurs works and leavings have been changed during covid-19 spreading because the restrictions of Government and business environment.

Cappelli, & Keller, (2013) mentioned in their article, by pointed out that the coworking space redefined the new working office definition that changes the working styles from traditional style to new normal style. Pratt, (2002) described that many jobs have been created at the coworking space and coworking space gave the new experience for entrepreneurs and business people as it is convenience for them. Cremin, (2003) said that the sociological issues have been created at the coworking space since many people are working at the same area. The entrepreneurs and business people can do business with their mobile equipment such as laptops and mobile phones that gave their flexibility of working. Osnowitz, (2010) described the people working as a freelancing expertise in the new economy which soon will be the New Normal are the new generation of coworking space customers. Fost, (2018) made an interesting point with his article in New York Time about professionals working on their own, that people need the side by side working space. Spinuzzi, (2012) described the coworking space is the collaborative area for business people and entrepreneurs and he also gave the new definition of coworking area is a working alone together which means people are working separately in the same area. Gandi, (2014) also gave the details of coworking space, coworking space is the area for freelance and creative people working and create network. Fuchs, (2014) described that the business people and entrepreneurs are the digital labor and they focused on the cultural dimensions which come from new technology and digitalization. Gill & Pratt, (2008) called the coworking space is a social factory where business people come and work together as a society. The cooperative climate organization increases employee happiness. The cooperative climate has been improving the organization's potential advantage on resource utilization. The organization needs to reinforce the cooperative climate and enhance employee happiness for innovative organizations (Berdicchia, et al., 2022).

Grugulis, & Stoyanova, (2011) gave the details of coworking space as a freelance community where does not have a middleman and business people can book and work directly and freely. Johns, & Gratton,

(2013) said in their article that the new era of coworking space will be a virtual working practice that can be created anywhere. McRobbie, (2004) agreed that the coworking space becomes a virtual working style because the development of new technology. Moriset, (2014) described that the creative economy emerges from new concepts of coworking space where the business people and entrepreneurs work together. Musterd, & Murie, (2011) predicted to lead to competitive cities like London, et al., (2008) said that coworking space receives the industrial culture which concentrated on excellent interior and design. Our research introduced marketing variables such as price, product, place and promotion perspectives for main variables. In each main marketing variables, the sub-variables have been specific constructed under the coworking space's customer satisfaction and Covid-19 pandemic situation. Lee et al., (2022) reported that the customer satisfaction in e-commerce depends on many factors such as perceived value, purchasing intention and e-commerce platform. The service providers can improve customer satisfaction by offering products and services which provide customer solutions.

III. Research Methodologies

The qualitative research has been used for variables identifications and attempted to sizing a coworking space customers' responding to the coworking space satisfaction, based on the various perspectives which described in sub-variables. After the important variables have been explored then the research instrument has been developed and created by using the quantitative method as a primary investigator (PI). As the research related to entrepreneurship depends mainly on the business environment then the research needs to specific in each environment such as case study research (Dana & Dana, 2005). A research questionnaire was created by started with the qualitative survey and evaluated with the coworking space environment.

The questionnaire was tested and validated before surveyed (Decrop, 2004). The researcher interviewed the coworking spaces' customers by using the questionnaires and the results have been captured and analyzed. The 400 respondents were asked by using instructed questionnaire and the data analysis has been used the SPSS statistic software. The results statistics are the mean (X) and (SD) statistics and used as the main results statistics. Comparison analysis statistic used the correlation coefficients for each variable's comparisons.

This conceptual research framework demonstrates the customer satisfaction variables of coworking space services (Figure 1). The marketing model such as product viewpoint, place viewpoint, price viewpoint and promotion viewpoint are main marketing variables for customer satisfaction in this research concentration. The levels of variable influencing have been evaluated both quantitative and qualitative research methods.

This study is focused on the coworking spaces of Nakhon Ratchasima province perspective. Generally, the coworking spaces businesses are similarity across the Thailand then this research results give the opportunities for coworking space business development under Covid-19 pandemic. Coworking spaces in other parts of Asia and the world also have commonalities in terms of coworking space staff and customers.

The dummy coworking spaces used in the study were designed to represent the actual coworking environment that is typical for Thailand. The study was conducted in three dummy CWS in Nakhon Ratchasima. The researchers surveyed and collected the data both weekend and working day customers as the customers in each period are totally different. Table 1 shows the female is the main customers

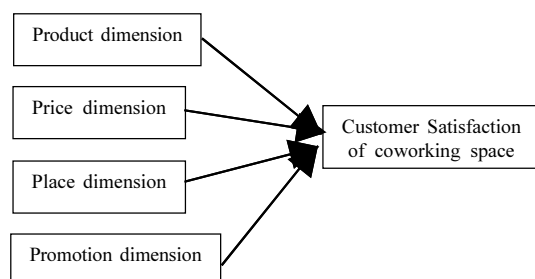


Figure 1. Conceptual Research Framework

(53.6%) and majority age of respondents is under 30 years old. The sample included 400 Thai participants

Table 1. Demographics

Customers Coworking Space Study	Respondents (Count)	Percentage (%)
Sex		
Female	214	53.6
Male	186	46.4
TOTAL	400	100%
Age		
Below 20 years	45	11.1
Between 21-30 years	216	54.2
Between 31-40 years	106	26.5
Higher than 41 years	33	8.2
TOTAL	400	100%
Experience with Coworking Spaces		
Have experience	390	97.5
Do not have experience	10	2.5
TOTAL	400	100%
Frequency of Use		
1-2 times/week	242	60.5
3-4 times/week	124	31.0
5-6 times/week	34	8.5
TOTAL	400	100%
Duration of use of the service per time		
<1 Hour	171	42.8
1-3 Hours	170	42.5
4-6 Hours	30	7.5
>6 Hours	29	7.2
TOTAL	400	100%
Revenue (Monthly)		
Below 600 USD	64	16.0
601-1,200 USD	150	37.5
1,201-1,800 USD	138	34.5
Higher than 1,801 USD	48	12
TOTAL Customers	400	100%
Educational Level		
Below Bachelor Degree	56	14
At Bachelor Degree	282	70.5
At Master Degree	35	8.8
At Doctor Degree	27	6.7
TOTAL Customers	400	100%

Source: Author

from the region (Table 1).

We also looked at the consumer behavior of the coworking space users. Table 1 showed that most of the users (97.5%) were frequent users only 2.5% were first time users of coworking facilities. It also appears that the majority (60.5%) come to the coworking space one to two times a week, while almost a third of the respondents come three to four times a week. And 8.5 percent come almost daily. Interesting is that 42.8% spent less than one hour in the coworking space which is a quite short period of time. While almost the same percentage 42.5% spend between one to three hours there. Fewer people only 7.5 percent spend four to six hours and again almost the same percentage 7.2% spend the entire day in the coworking space.

Table 1 shows the income per month less than 1,201 USD are the main coworking space customers. One must note that the average salary for a person with a bachelor degree is \$500 per month in Thailand. Most of the participants came from Nakhon Ratchasima province and vicinity provinces and some visitors from Bangkok, mostly traveling salesmen and participants from other areas of Thailand were also constituted. The study did not include the perception of any tourists or expats working in Thailand. The sample surveyed both visitors who are first time and frequent visitors to the coworking spaces.

IV. Research Findings

The research findings show in the broad categories following the marketing model (MM): Product viewpoint, Place viewpoint, Price viewpoint and Promotion viewpoint, as per the research hypotheses and the research methodology.

Table 2 shows the respondents strongly agreed that the service provider is reliable and reputable with a Mean= 4.09 and an SD= 0.71. Customers also strongly agreed that the service facilities were ample (mean 4.04 and SD 0.62). They also found

that the seating was sufficient even with social distance for covid-19 (mean 4.04 and SD 0.77) and strongly agreed. They also strongly agreed with the covid-19 prevention measures such as wearing masks and measuring temperature (mean 4.03 and SD 0.76). But the providing of alcohol for disinfection was only agreed upon (mean 3.86 and SD 0.76). As always, the speed of the internet is a big issue at CWS (mean= 3.87, SD= 0.74) and only accepted on. The inclusive service area size was found suitable by the participants (mean 3.81 and SD 0.69). The shared areas of the coworking spaces were found appropriate and agreed upon (mean 3.78 and SD 0.76). The total product satisfaction was agreed upon by the respondents with an average Mean = 3.93 and Standard deviation =0.72.

Table 2 shows the price satisfaction, the respondents, strongly accepted with prices dimension were distinguishable (mean 4.29, SD 0.70). The variety of payment methods including, cash, credit card, mobile banking and QR code was strongly agreed upon with a mean of 4.29 and SD 0.75. The price for the duration of using the coworking space was found to have the right price/value relationship according to the respondents with a mean of 4.13 and SD 0.66. The fees for the services were reasonable when compared with the service quality provided by the CWS (mean 4.07, SD 0.79) and strongly agreed upon. Generally, the price only found to be reasonable compared with the services received and only agreed upon with Mean 3.85 and Standard deviation 0.79. However, the overall customers were satisfied on the price and strongly agreed with an average Mean 4.12 and SD 0.73.

Table 2 demonstrates that the customers strongly agreed with the coworking space location as coworking space can be conveniently reached by various means of transportation (Mean= 4.09, SD= 0.63). Along the same line it was found that property is easily accessible (Mean= 4.02, SD= 0.67). The CWS gave a comfortable space for eating made customers' satisfaction (Mean= 3.98, SD= 0.75). The customers also accepted the various locations of signs reminding users to wear facemasks (Mean 3.95, SD 0.78). The temperature check before entering the facility made more customers' satisfaction (Mean 3.90, SD 0.77).

Also, the hand sanitizer locations were appropriate (Mean 3.88, SD 0.59) as well as the signage for social distancing (Mean 3.80, SD 0.79). The space provided

a relaxed atmosphere (Mean= 3.73, SD= 0.83). The mean= 3.71, SD= 0.84 are lowest customers' satisfaction for parking. A location for a co-working

Table 2. Customers' satisfaction

Variables	Mean	S.D.	Responding
Product Satisfaction			
1. Service providers are reliable and reputable	4.09	0.71	Strongly Agreed
2. There are ample facilities	4.04	0.62	Strongly Agreed
3. There are enough seats for service	4.04	0.77	Strongly Agreed
4. There are Covid-19 prevention measures	4.03	0.76	Strongly Agreed
5. The speed of internet provided	3.86	0.75	Agreed
6. There is an alcohol spray	3.86	0.76	Agreed
7. The overall service area size is suitable	3.81	0.69	Agreed
8. Shared areas are appropriate	3.78	0.76	Agreed
Mean	3.93	0.72	Agreed
Price Satisfaction			
1. Prices were clearly marked	4.29	0.70	Strongly Agreed
2. There are variety of payment methods (Mobile banking, QR code)	4.29	0.75	Strongly Agreed
3. The price/value of the service	4.13	0.66	Strongly Agreed
4. The service fee is reasonable when compared with service quality provided	4.07	0.79	Strongly Agreed
5. The price is reasonable for the services received	3.85	0.79	Agreed
Mean	4.12	0.74	Strongly. Agreed
Place Satisfaction			
1. Conveniently reached	4.09	0.63	Strongly Agreed
2. The property is easily accessible	4.02	0.67	Strongly Agreed
3. It is very comfortable for eating	3.98	0.75	Agreed
4. There is sufficient lighting (reading, working)	3.95	0.78	Agreed
5. A sign advising customers to wear masks	3.95	0.67	Agreed
6. Check the customers' temperature before using the service	3.90	0.77	Agreed
7. Signs informing customers to use hand sanitizer gel	3.88	0.69	Agreed
8. Reminders for customers to keep social distance	3.80	0.79	Agreed
9. Relaxed atmosphere	3.73	0.83	Agreed.
10. Convenient parking spaces	3.71	0.84	Agreed.
Mean	3.90	0.75	Agreed
Promotion Satisfactions			
1. Reliability of print media	4.15	0.58	Strongly Agreed
2. There is an appropriate promotion arrangement (price reduction)	4.12	0.69	Strongly Agreed
3. Mobile service apps	4.08	0.71	Strongly Agreed
4. The nature of public relations are interesting	4.04	0.72	Strongly Agreed
5. The promotion through internet	3.98	0.67	Agreed
Mean	4.07	0.67	Strongly Agreed.

Source: Author

space was agreed by customers (Mean= 3.90, SD= 0.75). As in any real-estate related business location is the most important factor, where location or place can have various meanings.

Table 2 demonstrates that the participants found highly relied on printed media which they found reliable (Mean= 4.15 and SD= 0.58). They strongly accepted upon the promotional pricing campaigns of coworking spaces (Mean 4.12 and SD 0.69). The users also liked the mobile phone applications offered by CWS (Mean 4.08 and SD 0.71) which offered promotions through social media such as Line and Facebook. An interesting phenomenon is that people actually like to watch the promotional material and often find them funny (Mean 4.04 and SD 0.72). Less agreed upon were promotional efforts through internet in form of CWS websites (Mean= 3.98 and SD= 0.67). Majority of the respondents strongly accepted on the satisfaction with promotional activities of coworking spaces with an average Mean= 4.07 and SD=0.67.

A. The Correlation Coefficient Analysis Results

Table 3 shows the second highest correlation coefficient 0.219 was given to the reliability and reputation of the service provider. Users as so often found the availability of various services facilities lower, as they may not get their preferred facility with 0.095. Which is somewhat in contradiction as they found enough seats for service with 0.249. The covid-19 virus prevention measures were perceived lower with 0.160 during a time where Thailand experienced a spike in covid-19 activities. The speed of internet is always the critical factor in coworking spaces and received a correlation coefficient of 0.147. While availability of alcohol spray for disinfection received 0.154. The overall service are size was found to be suitable for the purposes of the participants with a 0.213. And they also found that shared areas such as restrooms, meeting rooms, dining facilities are appropriate for the size of the coworking space with 0.197. Overall we can see that respondents

strongly agreed with the product offering by the coworking spaces.

Table 3 demonstrates that the price satisfaction, the clearly prices demonstration has been received a correlation coefficient of 0.289. They also liked that there were varies ways to pay for the services with cash, mobile banking and QR codes as well as credit cards, this had a coefficient of 0.239. The consumers also found that the price/value relationship was reasonable with a coefficient of 0.235. Also the service fee was found reasonable when compared with the quality of the services 0.181 correlation coefficient. Generally, the customers satisfied with the reasonable prices which received with 0.278 correlation coefficient.

Table 3 demonstrates that the coworking spaces can be conveniently reached by foot and public transportation received 0.239 correlation coefficient. A long the same line is the remarked that the property is easily accessible for customers with correlation coefficient of 0.104. The CWS was also found to be a great place to eat with a correlation coefficient of 0.209. And a factor which appears to be especially important for Thai customers is sufficient lighting for reading and working with 0.292 correlation coefficient. In terms of covid-19 counter measures signage informing customers to wear masks received 0.248. the visitors' temperature checking at the entrance and received a correlation coefficient of 0.169. And the customers were advised to use hand sanitizer gel with a correlation coefficient of 0.328 which was the highest value received. Reminders to keep social distancing with signs, space holders and PR announcements received a correlation coefficient of 0.261. Less important was even a relaxed atmosphere in the coworking space with a correlation coefficient of 0.241. But very important were convenient parking spaces received 0.287 correlation coefficient.

Table 3 demonstrates that the satisfaction with the promotional efforts of the coworking spaces looked at the reliability of the printed media used with a correlation coefficient of 0.290 and the appropriateness of the promotional campaigns namely promotional pricing with a correlation coefficient of

0.238. Mobile phone apps is very important role in the promotional efforts of CWS with the correlation coefficient of 0.191. But customers also care about the format of the advertisement and the public relations and want them to be interesting and entertaining with a correlation coefficient of 0.230. Internet promotions received 0.220 correlation coefficient.

V. Conclusion

Generally, the customers of coworking space were very satisfied with the product offerings they experienced. This research provided the valuable insights of customers who used coworking space in Nakhon

Table 3. Customers' Satisfaction

Variables	Correlation Coefficient.
Product Satisfaction	
1. The service provider is reliable and reputable	0.219**
2. There are enough facilities	0.095**
3. There are enough seats for service	0.249**
4. There are the place for Covid-19 prevention measure	0.160**
5. The speed of internet provided	0.147**
6. There is an alcohol spray	0.154**
7. The overall service area size is suitable	0.213**
8. Shared areas are appropriate	0.197**
Price Satisfaction	
1. Prices were clearly marked	0.289**
2. There is a variety of payment methods (Mobile banking, QR code)	0.239**
3. The price/value of the service	0.235**
4. The service fee is reasonable when compared with service quality	0.181**
5. The price is reasonable for the service received	0.278**
Place Satisfaction	
1. Conveniently reached	0.239**
2. The property is easily accessible	0.104**
3. It is very comfortable to eat	0.209**
4. There is sufficient lighting (reading, working)	0.292**
5. A sign telling customers to wear masks	0.248**
6. Check the customers' temperature before using the service	0.169**
7. Sign advising customers to use hand sanitizer gel	0.328**
8. Reminders for customers to keep social distance	0.261**
9. Relaxed atmosphere	0.241**
10. Convenient parking spaces	0.287**
Promotion Satisfaction	
1. Reliability of print media	0.290**
2. There is an appropriate promotion arrangement (price reduction)	0.238**
3. Mobile service apps	0.191**
4. The nature of public relations is interesting	0.230**
5. The promotion through internet	0.221**

** Correlation significant. at the 0.01 level. (2-tailed)

Ratchasima province. The customers satisfaction consists of many variables which started from the coworking space location and provided space, internet connectivity, the atmospheres, and food & beverage (F&B), but most importantly the measures dealing with covid-19, which were also part of the marketing mix which included the following: Product Satisfaction, Price Satisfaction, Place Satisfaction and Promotion Satisfaction

Under product we discussed the various product offerings, facilities in terms of features, size and benefits, internet speed and covid-19 prevention measures including screening, and social distancing. Product Satisfaction also meant that the users are dealing with a service provider who is reliable and reputable. Trust was an important factor in order to be comfortable in the CWS especially during covid-19. This went hand in hand with the measures the provider took to limit the spread of covid-19, by screening customers for symptoms and temperature and ask them to disinfect their hands, wear a mask and keep proper social distance. The coworking space provided the proper setting with ample distancing in the set-up of workspaces and isles as well as common facilities with frequent cleaning and disinfecting of the surfaces and equipment.

Price satisfaction went beyond the satisfaction with low prices. Users looked at the relationship between price and value of services received. The product was evaluated both based on quantity and quality and compared with the charges. Prices were found to be reasonable and customers appreciate the fact that the clearly prices have been shown. There were not hidden charges and no overcharging. The customers also welcomed the fact that they had various payment methods such as cash, debit cards, credit cards, Line Money and mobile banking options. This made paperless and contactless payment possible.

Place had different meanings for coworking space users and included both the location of the CWS as well as the space features themselves. The participants in general were satisfied with the accessibility of the coworking spaces by foot, public transportation as well as by car. Which brought up the issue of

ample and convenient parking spaces. The space itself consisted of the individual work stations and seating as well as general areas and meeting rooms as well as restroom facilities and food services. Place in the covid-19 context also meant access control, registration, temperature check and ample space for social distancing with two meters between workstations and shielding off the individual areas with Plexiglas in PVC frames and posters with reminders of the covid-19 regulations.

Satisfaction with the promotional aspects of coworking spaces included promotional prices and discounts as well as appealing promotional campaigns and advertisement using various media including print and online. Interestingly the respondents were concerned with truth in advertisement but in general found the printed media reliable. Also, the website of the coworking spaces were seen as an effective means of promotion along with mobile phone apps. Promotions also included word of mouth and general public relations and outreach of the coworking spaces.

The customer satisfaction overall was high despite covid-19. The customers felt safe in the coworking environment as it took all the precautionary measures like social distancing that can prevent the covid-19 spreading. But one has to remark that this survey only reflects the opinion of the actual users of coworking spaces and does not consider the people who avoided coworking spaces during the corona pandemic. Coworking spaces in the New Normal will have a great future with an increased level of home office work and changes from the traditional office setting along with on-line learning in the digital economy. Covid-19 and its new strains is here to stay with us even with vaccination so we need to learn how to live with it.

Recommendations of This study

The recommendations for further study with a larger sample in terms of participants and number of coworking spaces, including actual coworking

spaces. Time plays an important factor in the covid-19 crisis and makes a difference as far as prior and after immunization. The research framework needs to conduct more at other provinces for customer satisfaction variables confirmation. We also could expand the product marketing mix model to the service marketing mix model which is growing in the new economy era. There is always the possibility to apply the same instrument in other Asian countries as well as in European countries and another region of the world. Since the Covid-19 pandemic situation is under control, the next research about customer responding on coworking space are important for coworking space entrepreneurs.

Conflict of Interest

The authors confirm that there is no conflict of interest to declare for this publication.

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