

**STRATEGI DESAIN INTERIOR RITEL UNTUK BUTIK HASAN BATIK
BANDUNG DENGAN PENDEKATAN *CUSTOMER EXPERIENCE*
*RETAIL INTERIOR DESIGN STRATEGY FOR HASAN BATIK BOUTIQUE
BANDUNG WITH CUSTOMER EXPERIENCE APPROACH***

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ABSTRACT

The development of the batik industry in Indonesia requires batik retailers to continue to innovate in all aspects, including retail interior aspects. As a batik retailer, Hasan Batik Bandung as a pioneer of contemporary batik typical of the city of Bandung, must provide a positive batik shopping experience for customers who come to the boutique. However, the current condition of the boutique's interior design seems rough, which has led to fewer customers coming to the boutique. This research uses a design approach, through collecting and understanding data sourced from interviews, questionnaires and literature studies as well as observation and documentation of retail interior design in the form of batik boutiques. In this study it can be concluded that batik retail interior design that provides a positive shopping experience is directly proportional to consumer behaviour towards the desire to come and revisit retail. This research aims to identify, understand and produce retail interior design strategies that can improve the experience of customers who come to the boutique.

Keywords: Retail Interior Design, Hasan Batik Bandung, customer experience.