

ABSTRACT

Autobest Bandung is the largest showroom of Honda cars since 2006 which has complete facilities, but the results of observation showroom Honda Autobest found some problems in the showroom associated with the tangible, that is, the absence of alignment interior design in the bulge of engineering and display systems, facilities not yet complete in support of user activities showroom to pre-to-sale in the showroom in accordance with standardization Honda standard facility (2009)

With the increasingly competitive competition in the sales of four-wheeled vehicles, it requires producers to have showrooms that can provide maximum service to consumers as well as support the complete facilities in accordance with the standards of showroom service to consumers in order to stimulate consumer confidence and perception to buy Honda products when inside showroom. As an effort to stimulate consumer's belief and perception in the showroom, this design uses the "new look of honda" concept which is intended to make the showroom design exceed the consumer's expectation of a showroom supported by the complete service facility, so that the consumer has an idea that the service provider will provide quality services as seen from the complete facilities and physical infrastructure in the showroom design, especially in terms of interior.

Redesain method that is in use that includes stages of analysis and synthesis that ultimately produce an interior design results. This final project resulted in the idea of innovative interior design showroom Honda Autobest in accordance with the standard design of the standard honda facility showroom (2009) so that it can serve consumers from pre to post sales maximally and can stimulate consumer confidence and perception to buy Honda products when inside showroom.

Keyword: Redesign, Car Showroom, Honda Autobest, Tangible , Service Quality