

ABSTRACT

Autobest Bandung is Honda's largest car dealer since 2006 which has complete facilities, but observations from Honda Autobest dealers found several problems at the dealership related to the company's physical (building, furniture, facilities), including not having an interior design alignment highlighted from engineering and display system, incomplete facilities to support showroom user activities to pre-sell post-dealers in accordance with standard Honda facilities (2009) With competition in selling four-wheeled vehicles increasingly competitive, manufacturers offering showrooms that can provide maximum services to customers and supported by complete facilities in accordance with dealer service standards for consumers in order to encourage the trust and perception of consumers to buy compatible Honda products in the dealer. As an effort to encourage consumers' beliefs and perceptions within the dealer, this design uses Honda's new look concept, which is intended to make the dealer design exceed consumer expectations and will display a showroom that is supported by complete management, consumers who provide these service providers will provide services that quality because it can be seen from the complete physical facilities and infrastructure in the showroom, especially in terms of its interior. The redesign method used is complete analysis and synthesis which ultimately results in interior design. This final project produces a design innovation for the Honda Autobest showroom that matches the standard Honda facility showroom design (2009) to provide customers with complete pre-sales and can stimulate commitment and consumers to buy Honda showroom products.