

ABSRTACT

This Public Service Mall was built as an effort to carry out service acceleration, accurate services, work flexibility and to expand service functions both central and regional, both state/regional and private agencies. In creating a fast and accurate service process, there are several supporting aspects to create service acceleration. However, at the Pandeglang Regency Public Service Mall, there are several problems that can hinder the acceleration of services. The delay in service acceleration at the Pandeglang Regency Public Service Mall is due to the circulation flow that is still colliding between visitors and employees as well as the organization of space in the back office which is still not managed properly. By using the activity approach in this design, it can be a solution to the above problems by analyzing each user activity in order to create an effective and efficient work environment.

Keywords: *Public Service Mall Pandeglang Regency, Service Effectiveness, Activity Approach*