

ABSTRACTION

Yamaha Service Shop (YSS) is the one of business that enough promise the investor , so it must be managed nicely. With the increasing of total Yamaha motor cycle, opportunity for build Yamaha Service Shop widely opened. The build of it need complex analyze so it can give a high benefit for the investor or the owner in order to accomplishment after sales service. There're many things must be considered related with location, as :

1. Destining farm as according to urban planning
2. Have to be technical up to standard.
3. Be at the beneficial location from business aspect.

At the moment sum up the YSS of exist in region of regency bandung still be limited, so that there is region which is not served by YSS, to make the consumer become less satisfy to after sales service of Yamaha motor cycle product.

Therefore to fulfilling demand, then building new YSS give separate benefit to customer, Yamaha management, and investor candidate. But in the placing Yamaha service Shop must be fulfilling some aspect, so that location of new Yamaha Service Shop must be really match, with to consider of business aspec and easy of customer aspec. To determine of potensial location of built YSS, on this system include service demand parameter and capacity of YSS had in the region, then after determine potensial region then determined potensial location base of factor influence. Method is had in determine potensial location of YSS is factor rating method. Each the factors are :

- Distance to market location
- Transportations amenity
- Distance to terminal location
- Sum of YSS eksisting

GIS (Geographic Information System) is an exact solution for supporting decision in determine YSS location. GIS is computer based system that integrate spatial data, data base operational , spatial data analyze also data visualization in digital map that can be used for decision making of build YSS. The result of this system is not a final decision, because it need a micro survey to the related location to determine last decision.

Output of this system is potensial location in the form of joint streets for build Yamaha Service Shop with the visualization of street condition. It can be saved in the database and can be used anytime.

With GIS, there's a hope that it can minimize mistake in placing YSS and give an advantage in short or long term.

Keyword: Determining potensial location, GIS