

ABSTRACT

Nusantara Jaya Sentosa Bandung Ltd, is an automotive Dealer of Suzuki cars which was established with the aim of increasing sales of four-wheeled vehicles in the West Java region through three sales service activities available at this dealer. The first activity is pre-sales service activities that aim to attract the attention of prospective buyers and promote products sold through exhibitions in the showroom area, and develop long-term plans related to marketing and sales. The second activity is the Sales Service Activity which aims to lure prospective buyers to be interested in buying products offered by Suzuki through an approach to find out the attractiveness of buyers. The third activity is After Sales Service, which aims to increase satisfaction with Suzuki through after-sales service. The problems found in the Suzuki NJS Bandung Dealer are the background to the need for redesigning the Suzuki NJS Bandung Dealer by adjusting dealer design standards so as to produce interior design that can facilitate three main service activities at the Suzuki Dealer that cover; pre-sales service activities, sales service activities, and after-sales service activities. So that the redesign of the Dealer is able to form suggestions and appeal to the services offered by Suzuki.

Keyword : Suzuki, Interior Design, Dealer, Car, Service Activity, Showroom.