

## **ABSTRACT**

### **REDESIGN OF MERCEDES BENZ DEALER IN JAKARTA**

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Mercedes Benz is a leading German car company, which is well known for its quality and prestigious value, and is included in the luxury vehicle category. To be able to compete with other brands in the same class, Mercedes Benz requires loyalty from both users and employees, to be able to move forward. To maintain this loyalty, of course, requires effort, one of which is through improving the quality of facilities and services. One of the problems that exist in the existing dealer is the ineffective space organization in the showroom area as well as the office area, which is related to the ease and efficiency and effectiveness of activities, which can affect loyalty. This redesign uses descriptive research methods, namely by describing the design object based on the facts and phenomena that occur. The design begins with data collection through surveys and direct observation, interviews, as well as literature studies. The data is then analyzed to get an innovative idea in the design. The final result of the design is expected to maintain and increase loyalty to both customers and employees through the application of interior design.

**Keywords:** Redesign, Dealer, Mercedes Benz, Loyalty.