

Evaluation of Dipo Car Showroom at Gatot Subroto Street Jakarta

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ABSTRACT

Car Showroom is a facility where customer experience the brand engagement in quality, memorable and seamless. Direct relationship to customer evaluation consists of: facade, environment-road orientation, entrance, circulation, zoning, accessibility, space relationship and organization of showroom. Literature sources from principal / main distributor, architecture design manual and others: journal, newspaper, internet, comparison to other brand competitors. Research applies with inductive, descriptive, qualitative method. Research object is Dipo car showroom located at Gatot Subroto street, Jakarta. Data was analyzed by the reduction, presentation and verification to create conclusion. The aims of evaluation are to compare car showroom design and implementation to post occupancy customer needs, satisfactions and experience.

Keywords: *Customer Experience, Accessibility*

1. INTRODUCTION

Automotive principals in Indonesia nowadays are developing dealer network by building car showroom. Car showroom reflects corporate identity and brand image which touches directly to customer experience. Customer experience starts from exterior visual identity and awareness from street environment, attractive facade, welcome entrance, clear circulation, proper zoning, informative accessibility, relationship organization and comfortable space at to customer touchpoints elements directly.

2. RESEARCH OF METHODS

Research applied inductive descriptive qualitative method. Data collecting by observation and semi structure and guided interview using list of questions to office staffs, management and visiting customers [1]. Prepared list of questions will guide information in data collecting. Data was analyzed by the reduction, presentation and verification interactively to create final conclusion [2].

3. RESULTS AND DISCUSSIONS

Principal will transform the dealer outlets into a place where customers experience the brand and high-quality retail environment. The brand is the most valuable business asset and our success in business can't be achieved without the common understanding and effort of

every individual in the worldwide network [3]. Considering the recent trend where consumers make fewer dealer visits and do ample online searches before they visit a dealer, car showroom aims to provide a customer experience that is seamless from other customer touch points, and one that is memorable even for first-time visit [4].

3.1. Facade

Showroom facade use clear glass wall for exterior car display view and aluminium composite panel fascia for corporate logo and dealer name. Previous decade of years fascia used slooping top ending or crown. The height of clear wall is 12 mm and the thick of frameless glass is 4 meters, stabilized by rib frameless clear glass, creates car displays awareness from environment road. In case, showroom located in Gatot Subroto dan Pejompongan corner street facade applies corner glass wall to create awareness from both streets. Second floor showroom level combines glass wall and solid panel [5].

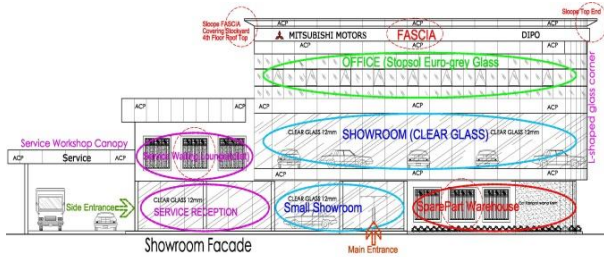


Figure 1. Showroom Facade
Qualified exterior visual identity facade will always be memorized in customer experience.

3.2. Entrance, Circulation and Zoning

Front entrance facing Gatot Subroto street at ground floor from customer parking area to main doors, reception zone, 1st floor small showroom or upstairs / elevator to main 2nd floor showroom.

Showroom connecting touchpoints elements by pass through spaces circulation [6].

Pass through spaces circulation in line with seamless experience brand concept, in space or waiting period, between touchpoints elements: information counter, car display, lounge, sales negotiation corner, car display, snack and drink. Circulation pattern combines linear and radial [6], radial from reception to each touchpoints elements depends on customer needs, and linear buying journey after information from reception, car display, product knowledge, audio video display and sales negotiation.

Showroom zone is divided into three areas depends on function and activities: display zone, communication zone and experience. Car display zone and pattern facing corner Gatot Subroto and Pejompangan street in L-shaped corner. Touchpoints Elements at Communication zone: sales negotiation, showroom lounge: TV, snack & drinks, kid zone.

Experience zone: Additional proposal for browse & search dan display life style corner. Service customer lounge (sofa seats, snack & drink corner, toilet, mushola) includes in experience zone.

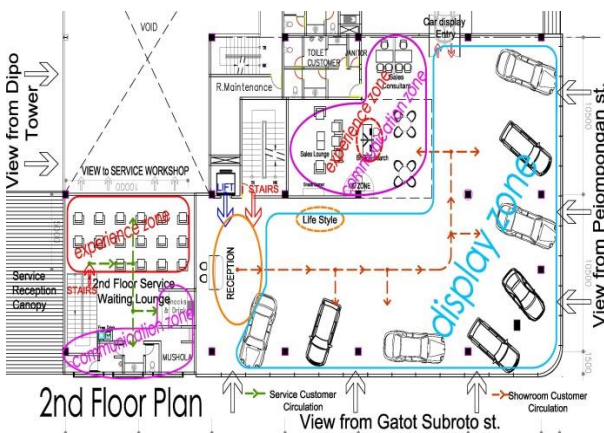


Figure 2. Showroom Circulation and Zoning

3.3. Showroom and Service Workshop

Showroom and service workshop in one location are two big different function spaces, which separates entrance, circulation, accessibility for customer. Both spaces interlock each other in service reception and waiting lounge. The interlocking space develops its own integrity space. Entrance, circulation, accessibility separates with two original spaces, reinforces individuality and privacy [6].

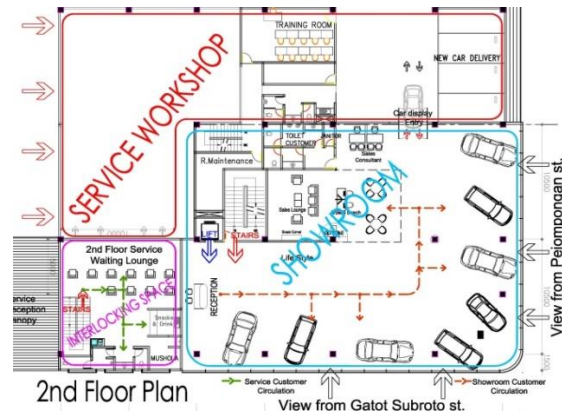


Figure 3. Interlocking Showroom and Workshop at Service Customer Waiting Lounge

3.4. Accessibility

Customer accessibility to 2nd floor showroom by stairs, elevator or remain at small 1st floor showroom. The barrier to 2nd floor showroom is difficult vertical access especially for disable, therefore one elevator unit provides for customer comfort. Expensive elevator cost operation will be shared to upper office floors.

Besides 2nd floor showroom, small 1st floor showroom with one display car unit and reception/information counter provides to welcome and guide customer. Small showroom will anticipate customer needs especially when the elevator is off or under maintenance, small showroom zone in fact is developed from reception to sales negotiation zone. So, comfortable seat and table and attractive one car display unit, should be provided to maintain the importance in easy accessibility.

Vertical accessibility customer behavior (by elevator, stair or small 1st floor showroom) is researched to staff, management and visiting customer. Research condition was divided into two conditions: normal use of elevator and when under maintenance (off). The results of small 1st floor showroom utilization is increasing, especially when the elevator is under maintenance (off).

Service customer accessibility separated with showroom customer, because of different function zone to avoid cross circulation. Service customer car accessibility by side entrance canopy, after car check in, customer will be registered at service counter.

Service waiting lounge should have stall activity view by window/glass wall or CCTV, but no accessibility to stalls

repaired service workshop for security and mechanic staff privacy.

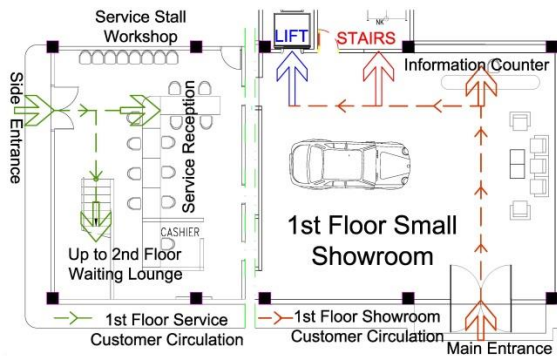


Figure 4. Accessibility to 2nd Floor Showroom

4. CONCLUSIONS

Based on results and discussions, could be summed up that basic concept in car showroom design is to communicate brand image and employ a consistent and unified brand visual identity throughout all customer touchpoints and experience.

Showroom facade will develop according to finishing material improvement, even though glass wall as big as possible, combines with solid panel, is still dominate the facade as exterior visual identity.

Combination of customer circulation between radial and liner based on needs and buying journey. Pass through spaces circulation will connect every customer's touchpoint.

Ground floor reception zone, such as counter or one car display unit, will be important to direct customer, when showroom level located at 2nd floor. Car display zone will also be exterior visual identity to environment. Additional experience zone will satisfy life style experience.

Showroom and service workshop interlocking in service waiting lounge, the interlocking portion can develop its own integrity as a space that serve to link two original spaces, reinforces individuality and privacy.

The accessibility to 2nd floor showroom should be informative and comfortable customer. 1st floor reception zone will guide customer for information, in fact this zone will increase from reception to sales negotiation (communication zone).

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