

REPRESENTATION OF LOCAL CULTURE AND ORGANIZATION IN BANK OFFICE ARCHITECTURE FOR PUBLIC SERVICE INNOVATION

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ABSTRACT

In the era of globalization, the integration of local cultural elements into modern architecture is becoming increasingly important to maintain cultural identity. Bali, with its rich culture and architectural traditions, offers a variety of elements that can be adapted to enhance the aesthetics and functionality of modern buildings, including bank offices. The main focus of this study is to analyze how Balinese organizational values and cultural heritage are reflected in the physical design of bank offices, including layout, building materials, and architectural ornaments to enhance customer interaction and service creativity. The research methods used include a qualitative approach, case studies of bank offices in Bali, field observations, and interviews with architects, bank employees, and customers. The results show that cultural integration in the architectural design of bank offices can strengthen corporate identity, enhance customer experience and interaction, and encourage service innovation. In conclusion, this study emphasizes the importance of considering cultural aspects and organizational values in architectural design as an effective way to create an environment that supports service innovation and enriches customer experience and also contributes to cultural preservation. These findings confirm that architecture that reflects organizational culture and local traditions can be an innovative strategy to improve the image and competitiveness of banks in the era of globalization.

Keywords: representation, architecture, culture, Bali, organization, office, bank, service, public

INTRODUCTION

In the ever-changing and evolving business world, innovation has become the key to winning the competition, especially in the financial services sector such as the banking industry. Amidst the fierce competition, service innovation is the key to maintaining and improving competitiveness. However, in an effort to continuously update services and meet the demands of the evolving market, the cultural aspects and identity of the organization are often neglected. Meanwhile, Bali, with its rich culture and unique

architectural traditions, offers great potential to enrich the work environment and customer experience through the integration of local cultural elements in the architectural design of bank offices. Product and technology innovation, integration of organizational culture and local values are increasingly recognized as important factors that can shape a unique and memorable customer experience.

In Bali, an island rich in cultural heritage and distinctive architectural traditions, there is an opportunity to integrate local cultural elements into the architectural design of a bank office. Drawing inspiration from the Tri Hita Karana philosophy of harmony between humans, nature and the gods, as well as the deep Balinese cultural values, this not only creates a unique working environment, but can also strengthen the company's identity and enrich interactions with customers.

Therefore, it is necessary to examine the representation of organizational culture and local tradition elements in bank office architecture for service innovation. This representation refers to the way elements of Balinese organizational and traditional culture are represented or represented in the architectural design of bank offices. This includes how the values, philosophies, or characteristics of the culture are reflected in elements such as spatial layout, building materials, and ornaments used in the construction of bank offices. Human resources and organizational culture have a joint influence on service quality (Sari, et al., 2022).

The urgency of this research lies in the importance of creating a work environment that is not only functional but also inspiring, by integrating organizational culture and elements of local tradition in the architecture of bank offices. In the era of globalization, banks face the challenge of remaining competitive while maintaining a unique local identity. Representation of organizational culture and elements of local tradition in the architectural design of bank offices can be a catalyst for service innovation, creating a work atmosphere that supports creativity and productivity, and increasing customer satisfaction. This is in accordance with the research of Irwansyah and Giovani (2020) which found that the right interior design in an office can affect employee psychology and improve employee performance. This research is urgent because architecture that combines elements of local culture with modern business needs can be a model for other financial institutions, strengthen the bank's image, and connect more closely with the local community.

The purpose of this study examines how organizational culture and local tradition elements are represented in bank office architecture as a means to enhance service

innovation, combining cultural aspects with the demands of modernization in the financial sector. By understanding the importance of cultural integration in the work environment and customer experience, this study provides a valuable contribution in expanding the paradigm of bank office architectural design in the modern era that is oriented towards innovation and cultural sustainability.

METHODS

This study uses a comprehensive qualitative approach to investigate the integration of organizational culture and local tradition elements in bank office architecture to drive service innovation. Case studies were selected from several bank offices in Bali that have implemented this approach in their architectural design. Data were collected through in-depth field observations to understand firsthand how cultural elements are reflected in the physical environment of the bank office. In addition, in-depth interviews were conducted with key stakeholders, including bank management, architects, and customers, to gain in-depth insights into their perceptions and experiences related to cultural integration in bank office architectural design. Data analysis was conducted using a thematic approach, where key findings were grouped based on themes that emerged from the collected data. This approach is to comprehensively understand the impact of cultural integration in bank office architecture on service innovation and customer experience, its practical implications, and strategies in overcoming all problems in the context of the banking industry in Bali.

RESULTS AND DISCUSSION

The Concept of Organizational Culture Representation and Local Tradition Elements in Bank Office Architecture and its Impact on the Quality of Public Services

Representation is a concept that refers to the way an organizational culture and local traditional elements are manifested or displayed physically in the architectural design of a bank office. This can involve the use of certain design elements, decorations, spatial layouts, and materials that reflect the values and cultural identity of the organization and local traditions. Architecture is a medium that shows employees, customers, and the wider community what the organization and community value. So representation is a picture of organizational culture and local traditional elements translated or implemented in the architectural design of the bank office so that it aims to increase service innovation. The

interior of the room is designed according to the needs and work character of employees with the application of optimal design with the aim of producing more productive employees (Linawati, 2023). Architecture is not only about function and aesthetics, but it is also important to communicate values and identities that can influence the way of working and interacting in the environment.

The importance of integrating corporate cultural values with various elements of local traditions creates a creative and inspiring atmosphere, encouraging employees to provide more innovative and quality services. Designs that pay attention to local traditions also give a positive impression to customers, strengthen relationships with the community, and increase loyalty. By considering the application of local culture in the physical design of bank offices and combining cultural uniqueness with modern business needs, it will create an environment that supports innovation and sustainable growth.

The relationship between the representation of organizational culture and local tradition elements with the attitudes and behavior of bank employees is very closely related in the context of the work environment. The integration of these values creates an atmosphere that inspires and motivates employees, strengthening their sense of identity and pride in their workplace. Local tradition elements related to architectural design such as wood carvings, open layouts, and the use of natural materials radiate a positive aura that encourages creativity, cooperation, and employee involvement in achieving company goals. By feeling appreciated and connected to the local culture, bank employees tend to show a higher level of proactivity, loyalty, and commitment to their organization, and provide better service to customers. Therefore, the representation of organizational culture and local tradition elements not only influence the attitudes and behavior of bank employees, but also contribute to the quality of service and the overall success of the company.

The influence of cultural representation in bank office interior design on employee-visitor interactions includes an analysis of how interior design reflects local culture and organizational values. This can create a friendly, pleasant, and professional atmosphere for visitors, thereby enhancing visitors' experience and satisfaction with bank office services. In addition, the impact of cultural representation in the architecture of bank offices in Bali on interactions with visitors is to influence the visitor experience and strengthen relationships with the community. The importance of organizational cultural representation in the design of bank office architecture to create a consistent branding experience, communicate identity and values, provide a satisfying customer experience, increase

employee productivity and well-being.

Bank office interior design that reflects local cultural values and organizational identity has a significant impact on daily interactions between office employees and visitors. By presenting cultural symbols, motifs, or other design elements that enrich the cultural heritage of the area, the bank office not only shows respect for the local community but also creates a friendly and accessible atmosphere for visitors. Interactions driven by strong cultural representation can lead to deeper relationships and mutual understanding between employees and visitors. DesignCurrent bank office architecture can affect the quality of public services provided, namely designs that create a better customer experience, designs that clearly reflect the bank's brand identity, designs that increase efficiency in service, and designs that create good communication between employees and customers. This is in accordance with research by Rahman and Jumino (2020) that interior design has a positive and significant effect on comfort.

Improving the quality of public services through bank office architecture that accommodates organizational culture and local traditional elements is an important step in creating a work environment that motivates employees and is enjoyable for visitors. By integrating strong organizational cultural values and local traditional elements into the physical design of the office, the bank creates a unique and meaningful atmosphere for stakeholders. Elements such as ornaments and decorations and all designs that characterize Balinese characteristics not only add aesthetics, but also present an aura of warmth and togetherness that strengthens the sense of ownership and identity of bank employees towards their workplace. Elementsarchitecture, especially that related to interior space, can improve the quality of public services such as organized spatial planning, the use of sophisticated technology to speed up transaction processes and information provision, comfortable and functional furniture, good lighting and the use of appropriate colors and decorative arts that can improve the aesthetics of the space. There is an influence between ergonomic interior design and employee mood, namely the better the ergonomic interior design value, the better the employee mood (Mindhayani and Lestariningsih, 2020).

In addition, visitors feel connected to local values and corporate culture, which can increase their trust and satisfaction with bank services. Therefore, architecture that combines organizational culture and Balinese traditions not only improves the quality of public services, but also deepens relationships with customers and encourages sustainable growth for the bank. This is in accordance with Maslucha's research (2009)

which states that architecture must be built on the basis and spirit of noble culture to realize noble behavior.

Architectural Design Strategy of Bank Office in Bali That Represents Organizational Culture and Local Tradition Elements

Architecture not only serves as a physical container for business activities, but also as an expression of the identity and values of the organization. In Bali, a bank office designed with the organization's culture and local traditions in mind can create an inspiring work environment, increase employee satisfaction, and strengthen the bank's image and competitiveness. Therefore, several strategies are needed in designing office architecture in Bali to create a work environment that reflects a positive organizational culture and supports the improvement of public services as a whole.

1. Identifying Organizational Cultural Values

Identifying the values of organizational culture in a bank office to be represented in its architectural design is an important first step in creating a work environment that is not only functional but also inspiring and representative. Organizational culture has a positive and significant effect on service quality (Akbar, et al., 2023). Organizational culture includes the vision, mission, core values, and norms and behaviors adopted by employees. By understanding and identifying these aspects, office architecture can be designed in such a way that it reflects the company's identity and goals. This is in accordance with the research of Billady, et al. (2022) who with a case study at the BRI Office that each building interior applies the five work cultures that exist in the office. which describes the characteristics of the BRI Office.



Figure 1. Use of Special Colors as Corporate Identity
Source: Personal Documentation, 2024

A bank office design that clearly reflects the brand identity can help strengthen the impression and image of the bank in the eyes of customers. The use of consistent branding, dominant brand colors, and unique design elements can create a consistent and memorable experience for customers. The above efforts as designed by Rengkung, et al. (2022) namely interior design with a case study of the BCA Main Office branch office using the theme of users in space and the concept of modern space facilities. This aims to create an atmosphere that can support comfort and increase productivity for users of the space based on the application of good interior design.

The company's vision and mission should be reflected in the architectural design. For example, if the bank's vision is to be a leader in financial innovation, then the office design should reflect that spirit of innovation. This can be achieved through the use of advanced technology, flexible workspaces that encourage collaboration, and creative areas for brainstorming. A mission that emphasizes superior customer service can be accommodated with a design that focuses on comfort and accessibility, creating a positive experience for customers visiting the office.



Figure 2. Example of Bank Service Space Design that Supports the Company's Vision and Mission
Source: Author Design , 2024

The implementation of the company's core values such as integrity, collaboration, and sustainability need to be integrated into the design elements. Transparent workspaces with lots of glass can reflect the values of integrity and openness. Designs that encourage teamwork and interaction, such as co-working spaces and recreation areas, can bring the value of collaboration to life. For sustainability values, the use of

environmentally friendly materials, energy-efficient systems, and designs that support recycling and waste management are crucial.



Figure 3. Example of Bank Workspace Design that Suits Employee Preferences and Needs
Source: Author Design , 2024

In addition, understanding employee needs and preferences is also important to create a productive and enjoyable work environment. Surveys and interviews with employees can provide insight into their preferences related to workspace, such as the need for private and open spaces, areas for rest and recreation, and other supporting facilities. Design that is responsive to these needs not only increases employee satisfaction but also productivity. Employee effectiveness in carrying out work such as good mobilization and work systems can be achieved by arranging space in an office according to needs (Gie, 2009).



Figure 4. Example of a workspace design that makes it easy for employees to interact with each other.
Source: Personal Documentation, 2024

By deeply identifying the values of organizational culture and implementing them in architectural design, a bank office can become more than just a place to work. It

becomes a symbol of the company's identity and values, which can increase employee loyalty, attract the best talent, and provide a superior customer experience. The right representation of organizational culture in architecture can also strengthen the bank's image and reputation in the eyes of the public and stakeholders. The identity of a bank office can be created if each bank has a standardized interior design applied to both the head office and branch offices wherever they are. For example, the research of Ramdiyani and Saryanto (2013), whose case study was at the Danamon bank office, which saw that the lighting design in its lobby was in accordance with standards so that a uniform image was formed between the lobby of the Danamon bank head office and other branch offices.

2. Integration of Local Tradition Elements in Architectural Design

Integration of local tradition elements in the architectural design of bank offices plays an important role in improving public services. By combining traditional elements that reflect local culture and identity, banks can create an environment that is not only aesthetic but also functional and relevant to the surrounding community. Designs that adopt local traditions provide a friendly and familiar impression to customers, which in turn enhances their experience and satisfaction.



Figure 5. Example of a Guest Reception Room Design that Uses Local Materials
Source: Design by Dhiyo, 2022

The use of traditional architecture and local materials in bank office design can create a unique and attractive atmosphere. The characteristics of buildings with local wisdom values, have distinctive shapes and tend to imitate local traditional buildings,

using values in culture (Fanani and Aqli, 2021). In Bali, for example, elements such as candi bentar, bale), and typical Balinese carvings can be used in building structures. Local materials such as natural stone, wood, and bamboo not only add beauty but also give the impression of sustainability and environmental friendliness. This integration not only strengthens local identity but also supports the local economy through the use of local resources.



Figure 6. Example of a Workspace Design that Implements Local Ornaments and Decorations
Source: Author Design , 2024

Interior design that reflects local traditions can enhance comfort and emotional connection between customers and the bank. The use of traditional motifs in decoration, as well as the placement of local art elements such as statues and paintings, creates a warm and welcoming environment. Customer service areas designed with a local touch make customers feel more appreciated and comfortable, thereby strengthening their loyalty to the bank.

Green open spaces designed with traditional garden principles can improve the quality of the work environment and customer experience. Gardens with water elements, sculptures, and tropical plants typical of the region can be a place of relaxation for employees and customers. These open spaces not only beautify the environment but also serve as areas for interaction and rest, which support health and well-being.



Figure 7. Lobby Design Using Traditional Motifs in Wall Ornaments
Source: Personal Documentation, 2024

Integration of local tradition elements in the architectural design of bank offices not only brings aesthetic benefits but also functional ones. It creates an environment that is in keeping with local culture, increases customer comfort and satisfaction, and supports sustainability. In this way, banks can strengthen their relationships with local communities, improve their image and reputation, and provide better and more innovative public services.

3. Efficient Spatial Planning and Space Flexibility

Efficient spatial planning and flexibility of space in a bank office are key to improving public services and operational efficiency. Good spatial planning not only creates a comfortable and functional working environment for employees, but also improves the customer experience when interacting with bank services. This is reinforced by research by Zavani and Rahardjo (2016) which states that interior design such as floors and walls in the editorial office space affects employee productivity.



Figure 8. Design of a Private Waiting Room and Customer Consultation Room
Source: Personal Documentation, 2024

Interior design that pays attention to user comfort and safety will create a more positive experience for customers. Comfortable waiting rooms, well-organized counters, and easily accessible self-service areas can increase customer satisfaction that allows good communication between bank staff and customers and can also improve service quality. In addition, there are separate consultation rooms or private areas provided for personal discussions can create a more intimate and supportive environment for customers to share their needs with bank staff.



Figure 9. Example of a Design that Pays Attention to Spatial Arrangement
Source: Author Design , 2024

Efficient spatial planning involves arranging space to minimize waste and optimize the use of available space. For example, customer service areas can be designed to facilitate navigation and reduce waiting times, by integrating various services into one easily accessible area. Administrative and operational spaces also need to be strategically placed to improve workflow and coordination between departments. In improving the quality of public services, it is necessary to pay attention to interior design, especially in terms of accessibility, so that it can optimize visitor movement (Hadiansyah, 2017).



Figure 10. Room Design with Flexible Partitions for Rearrangement
Source: Personal Documentation, 2024

In addition, flexibility of space is essential to adapt to the ever-changing needs of public services. Interior design that allows for quick and easy adjustments can accommodate changing operational and technological needs without disrupting daily activities. For example, using movable partitions or reconfigurable spaces for events or client meetings can increase efficiency and maximize optimal use of space.

By prioritizing efficient spatial planning and flexibility in bank office design, institutions can increase employee productivity, reduce operational costs, and provide a better customer experience. This not only creates a pleasant working environment but also strengthens relationships with the community and builds the bank's image as a leader in innovative and responsive public services. This is also reinforced by Sukoco (2007) that a proper office layout will contribute to increasing employee productivity.

4. Design of Architectural Details to Support Banking Activities

Designing architectural details such as easy-to-read signage layouts, attractive décor, and the use of bright, attractive colors play a vital role in supporting banking activities and improving public services in bank offices. Good signage layouts help customers navigate easily within the space, ensuring they can quickly find the areas they are looking for such as tellers, ATMs, or waiting areas. Strategic placement of signage, both on walls and on floors, with clear, contrasting letters and numbers, is key to ensuring a smooth and efficient customer experience.

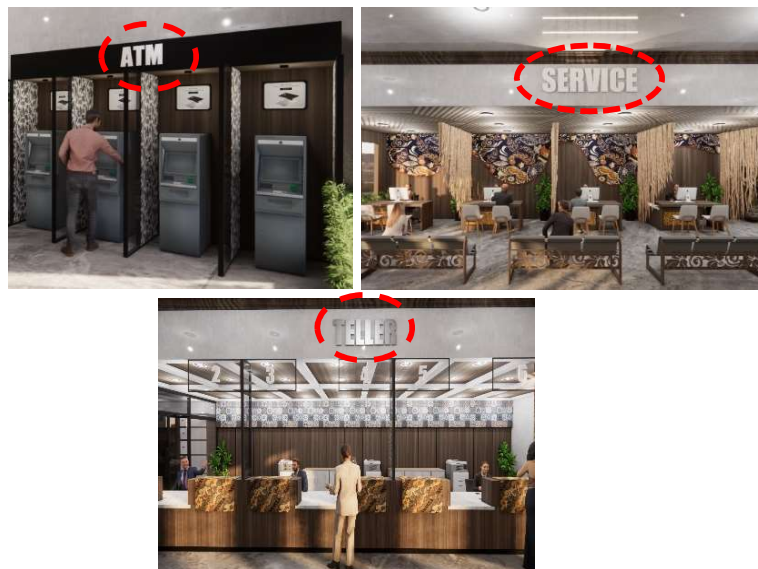


Figure 10. Example of Design that Pays Attention Effective Signage Design
Source: Author Design , 2024

Attractive décor also plays a vital role in creating a welcoming and inviting atmosphere. The use of art, sculptures, or installations that are relevant to local or cultural themes can add aesthetic and educational value to visitors. This not only creates a visually pleasing environment, but also increases the level of comfort and satisfaction of customers during their visit.

The use of bright and attractive colors can create an energetic and positive atmosphere in the bank premises. Colors such as blue, green, or orange, chosen wisely, can influence the mood of customers and employees, increasing productivity and overall well-being. In addition, these colors can also be used strategically to mark certain areas such as service zones or break rooms, helping in visual navigation within the premises. This is reinforced by research by Alkathiri and Sari (2019) that color influences employee productivity.

By paying attention to the design of architectural details such as effective signage, attractive decoration, and the use of bright colors, bank offices can create an environment that promotes customer satisfaction, operational efficiency, and a strong corporate identity. This not only reflects a commitment to quality public service but also strengthens the bank's image as a friendly, innovative, and reliable place in the community. Therefore, architectural design that is considered in detail is the key to achieving competitive advantage and strengthening customer relationships.

5. Interior design that encourages transparency and communication

Interior design that promotes transparency and communication within a bank is an important strategy for improving public service and strengthening relationships between banks and their customers and employees. Transparency in design can include the use of materials such as glass and open elements that allow visitors to see the activities inside the bank, such as transaction processes or interactions between employees and customers. This creates an open and honest atmosphere, which can build customer trust in the bank.



Figure 11. Room Design Dominantly Using Glass Material Encourages Transparency and Communication
Source: Personal Documentation, 2024

Effective communication is also encouraged through proper interior design. Open spaces such as spacious lobbies or well-organized waiting areas can facilitate interaction between customers and bank staff. Strategic placement of customer service areas, such as reception desks or consultation rooms, allows employees to be readily available to provide assistance and information to customers. In addition, the use of modern technology such as interactive touch screens or mobile banking applications integrated with the interior design can enhance efficient communication and accessibility of information.

Interior design that emphasizes transparency and communication not only increases customer satisfaction by providing a more open and intimate experience, but also increases employee productivity. This openness creates a collaborative and supportive work environment, where information can be easily shared and processed. This strengthens teamwork and a sense of unity among bank staff, which in turn can improve operational efficiency and the bank's ability to provide more responsive and innovative services to customers.

Thus, interior design that promotes transparency and communication is not just about aesthetics, but also about creating an environment that supports the bank's core values such as trust, openness, and excellent service. This is a strategic step in strengthening the bank's position in the market and building sustainable relationships with customers, making it more than just a place for transactions, but a reliable and friendly financial partner.

6. Sustainable Development of Technological Innovation

The development of sustainable technological innovation in the design of bank office architecture is an important strategy to improve public services holistically. This involves the integration of modern technology in the physical and functional aspects of bank office buildings to create a more efficient, comfortable, and responsive environment to customer needs. The application of sustainable architecture concepts to office buildings is one solution to the impact of negative problems in a development (Hidayatulloh and Anisa, 2022).

In architectural design, the use of technology should be considered to improve operational efficiency. For example, a workspace designed with good technology infrastructure can facilitate communication and collaboration between employees, thereby increasing productivity and the ability to provide faster and better service to customers. Technological innovations can also be used to improve the customer experience in the bank office. This can include the use of interactive touch screens or mobile applications integrated with the interior design, allowing customers to access product information, make transactions, or schedule appointments more easily and quickly.

In addition, the sustainability aspect is a major consideration in architectural design that integrates technological innovation. The use of energy-efficient technology, environmentally friendly materials, and efficient waste management are steps that can support the principles of sustainability and corporate social responsibility. By incorporating technological innovation in the architectural design of bank offices, institutions can achieve not only greater operational efficiency but also increase customer satisfaction and a modern and responsive corporate image. This helps banks to remain relevant and competitive in today's digital era, while maintaining core values such as security, sustainability, and superior public service.

CONCLUSION

The study "Representation of Local Culture and Organization in Bank Office Architecture for Public Service Innovation" concluded that the integration of local culture and organizational values in the architectural design of bank offices can significantly improve customer experience and services. Through in-depth analysis, it was found that the use of local cultural elements, such as traditional motifs, regional materials, and spatial arrangements that reflect local wisdom, not only strengthen the bank's identity but also deepen the emotional connection with the local community.

Design that promotes organizational culture helps create a work environment that supports employee productivity and comfort. This involves ergonomic layout, the use of advanced technology to support operational efficiency, and the creation of collaborative spaces that encourage communication and innovation. Additionally, clear signage, attractive décor, and the use of bright colors contribute to a friendly and professional atmosphere, which is highly valued by customers.

Overall, this study shows that a holistic approach to architectural design, incorporating local cultural elements and organizational values, can create a more inclusive, efficient and innovative banking environment. This not only increases customer satisfaction but also strengthens the bank's competitive position in the banking industry. The continued integration of technological innovation in architectural design also plays a vital role in ensuring responsive and modern services, meeting the evolving needs of customers.

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