



Research Paper

New concept Car Showroom Strategy Using Multidimensional Scaling in PT Hyundai Mobil Indonesia

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ABSTRACT *New concept Car Showroom Strategy Using Multidimensional Scaling in PT. Hyundai Mobil Indonesia. The rapid development of the automotive industry creates competition between brands, various marketing strategies are carried out, one of which is by innovating showrooms with New concept. This research was conducted to gain a more complete understanding of Formulating a strategy "Location, Design, Facilities and New concept" that is appropriate in Hyundai car showrooms. This new concept theme gives a new color to the latest showroom look, Hyundai Showroom" with visualization "new concept" is expected to be a means that reflects the character of the product and can also be a means to provide information about the vision of the mission and Hyundai's way of view in appreciating a product and the bond between the car and its riders. The method used is a Multi Dimensional Scaling (MDS) approach using SPSS software. Desain includes data collection through field observations and direct interviews to related parties. The results of the study explain that. Simprug has the strongest characteristic factor compared to other showrooms, namely the most strategic location based on customer perception. Ciputat has the strongest characteristic factor compared to other showrooms, namely the most attractive design based on customer perception. Cibubur has the strongest characteristic factor compared to other showrooms, namely the most comfortable facilities based on customer perception. Sunter has the strongest characteristic factor compared to other showrooms, namely The New concept Showroom is the most innovative based on customer perception.*

KEYWORDS: *Location, Facilities, Design, New concept, Hyundai Car Showroom.*

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I. INTRODUCTION

We can see global, regional and national car sales growth in global car sales growth, as seen in the following data Global car sales in the last 3 periods tend to decrease unit sales (table 1.1 car sales globally (world)). Bill sales volume in 2019 was recorded at 83.34 million units, down 3.01% compared to the previous year period of 86.01 million units. But even though automotive sales are down, the automotive industry still has an important role in boosting the world economy and still has good prospects in the future.

The object to be studied is the car showroom of one of the brands located in Jakarta, as many as 5 locations. The application of this new concept is important because now it has changed purchase transactions where salespeople (salespeople) can no longer rely on customers who come to the showroom or walk-in. But now there has been a very striking change, this can be known from interviews with salespeople (salespeople) who are directly related to customers, namely customers who come directly to the showroom much less than customers who come to exhibitions or exhibitions held in malls or other crowded places. At first the showroom was designed to be the center of car sales transactions for all brands, but nowadays salespeople get more prospects outside the showroom. If viewed more deeply, sales (salespeople) can get prospective customers (customers who are interested in buying a car). Dari various sources namely: *Call-In, Call Out, Canvasing, Email / Message, Exhibition / Moving Exhibition, Reference, Repeat order, Trade in, Walk in, and Visit out.*

Strategic new concept emphasizes on the potential of the online world, social media, technology and cost-cutting aspects in showrooms, by introducing a new concept technique which is a series of marketing actions (online and offline) that are packaged in different views in showroom sales that aim to gain and generate

interest in car buyers with direct contact. After the contact between the buyer and the product has met, the next relationship is with face to face communication so that consumers are interested and want to buy the products that the company sells. The ultimate goal of *the new concept* should not be understood as a simple sale, because this new *concept* is a change from the showroom system with the addition of future and changes from the old showroom concept: the maintenance of contacts collected (through email marketing, Facebook) will help build relationships and gain trust and ensure the choice of products that we offer so as to become loyal customers. This strategy should be considered from a medium / long-term perspective and on the premises (showroom) will be redesigned by paying attention to the layout of the showroom, design and facilities to make consumers want to come to the showroom with the current model.

Based on the background description of the statement above, the title of the research that will be compiled related to the new *concept* of Hyundai car showroom is "**Strategy of new concept car showroom using Multidimensional scaling at PT Hyundai Mobil Indonesia**".

Problem Formulation

In this study the author presented the problem formulation with a focus on the problem "How to implement a New *concept* strategy that can run in Hyundai Car Showrooms by using variable showroom locations, Showroom Design, Showroom Facilities.?"

Research Objectives

This study aims to:

1. Formulate a suitable "*Location*" strategy in Hyundai car showrooms.
2. Formulate a suitable "*Design*" strategy in Hyundai car showrooms.
3. Formulate a suitable "*Facilities*" strategy in Hyundai car showrooms.
4. Formulating the grand *strategy of the new concept* in Hyundai car showrooms.

II. LITERATUR RIVIEW

According [1] *Strategy is a comprehensive and coordinated collection of a series of commitments and actions aimed at utilizing core capabilities and gaining competitive advantage. When choosing a strategy, companies will make choices among competitive alternatives as a way to decide how to pursue strategic competitiveness.* Nag et al.'s [2] conducted a massive survey of scholars *Strategic management refers to "handling the main intentions and emergency measures taken by the general manager on behalf of the owner, involving the use of resources to improve the company's performance in the external environment."* [3] *Strategic management includes the analysis, decision-making and actions of an organization to create and maintain a competitive advantage.* This definition clearly shows that strategies can be planned in advance and then applied over time: it's more like a doctor prescribing a drug for his disease, and then talking about his prescribing strategy.

New Concept menurut [4] *A new concept called variable space is introduced. Conventional MODM (Multi-Objective Decision Making) research is limited to the assumption of fixed resources. Therefore, DM tends to join a compromise solution. The concept of variable space attempts to challenge existing frameworks or constraints by providing a new perspective to redesign or redefine the system.* Meanwhile, according to [5] *In addition to analyzing existing methods, it is important to determine their importance to industrial activities. For the R&D department, technology forecasting serves a major purpose, which is new product development (NPD). Therefore, the expected activity can be considered as part of the fuzzy front end of NPD. Koen et al [5] provide a framework called New Concept Development (NCD) Model, which identifies five elements, the latter of which features close interactions with the NPD process. Place includes company activities that make the product available to target consumers[6]. First, the location decision is important because retailers are making massive, semi-permanent resource commitments, which may reduce their future flexibility. Second, the actual location will almost inevitably affect the future growth and profitability of the store. Many retailers work with consultants and/or city planners to determine the best location for current sales and potential future growth. The location of the physical site begins with the selection of a community. Important factors to consider are the economic growth potential of the region, the degree of competition and geographic location [7]. Place refers to the distribution of the product and the availability of the service[8].*

Design is the heart of the product. Good design not only has a role in the appearance of the product but also in its benefits. Products that are well designed will win attention and sales[9] Good design can appeal to the public, improve product performance, reduce production costs, and provide a strong competitive advantage for products in the target market. (Kotler and Armstrong in Budiyanto et al., 2016) Design is planning when creating objects, systems, components or structures. Then, the word "design" can be used as a noun and a verb. Broadly speaking, design is applied art and engineering combined with technology.

Facilities are physical resources that must exist before a business can be offered to consumers (Hartini: 2017) in [10] Facilities are a service provided by a place usaa to support consumer activity activities.

If a business place has adequate facilities and meets standards then this can satisfy consumers and be able to attract new consumers through the experience of both consumers beforehand. Facilities are a very important in the business world, therefore the condition of the facilities, the completeness of interior and exterior design, and the cleanliness of the facilities must be considered especially closely related to what consumers feel directly (Kiswanto: 2011) in [10] According to Kotler, (2009) in [11] that one of the efforts made by the company's management, especially directly related to customer satisfaction, is to provide the best facilities to attract and retain customers.

III. RESEARCH METHODOLOGY

Research Place and Time

The research was conducted in **PT Mobil Hyundai car showroom** during October 2020 until December 2020 located in 5 (five) showroom branches, namely: Hyundai Simprug, Hyundai Ciputat, Hyundai Cibubur, Hyundai Kalimalang and Hyundai Sunter.

Research Methods

Research design using Mix Method, According to Johnson et al. in the book [12] *Mixed methods research is the type of research in which a researcher or team of researchers combine elements of qualitative and quantitative research approaches (e.g. use of qualitative and quantitative viewpoints, data collection, analysis, inference techniques) for the broad purposes of breadth and depth of understanding and corroboration.* This means that a mixed research method is a type of research in which a researcher or research team combines elements of qualitative and quantitative research approaches (e.g. the use of qualitative and quantitative viewpoints, data collection, analysis, inference techniques) for the broad purpose of breadth and depth of understanding and corroborating evidence.

Population and Research Samples

The population in this study is consumers who own and use four-wheeled vehicles (Hyundai). The application of sampling techniques is non probabilistic through purposive sampling, where samples are selected based on the consideration of the unit or sampling element that will help answer the questions studied.

Calculate the number of samples using the formula Slovin dget the number of samples = 210 people, while for theinstrument trials as many as 30 people.

Data Collection Techniques

This study uses two types of data, namely primary data and helper data. Secondary data sources in this study were obtained from the internet in Gaikindo, Indonesia, while the main data was obtained through direct interviews with Hyundai President Director & Bridgestone Managing Director and survey to Hyundai customers.

Before conducting this research, we conducted a preliminary survey and shared the survey form with 30 Hyundai Motors consumers in Jakarta. In addition, questionnaires were prepared to assess consumer perceptions about the similarity of Hyundai showroom strategies in order to obtain the five (5) largest and most important showrooms in Jakarta.

The technique of calculating data from questionnaires uses a likert scale. The five points in the rating category are as follows:

Table 3.1 Likert Scale

| Answer Options | Question Value Score |
|----------------|----------------------|
| Very bad | 1 |
| Bad | 2 |
| Enough | 3 |
| Good | 4 |
| Excellent | 5 |

Source :Echdar, 2017.

Variable Operations

The study used *place variables, design and facilities* as independent variables. While the dependent variable in this study is *New Concept*. The operational definition of each variable is:

1. *New Concept*
Hyundai's new concept car showroom called changeable space is introduced by offering a new perspective on redesigning or redefining the system by dimensions according to [5] 1) Identification opportunities, 2) Opportunities, 3) Maturation of ideas 4) Selection of Ideas 5) Concepts and technological development.
2. *Place*
Place where a business or business activity is carried out by paying attention to the survival of the organization with dimensions according to [10] 1) Access, 2) Visibility, 3) Parking Lot 4) Expansion 5) Environment.
3. *Design*
Totality of showroom features that affect the look, taste, and functionality of products based on customer needs by dimensions according to Kiswanto in [13] 1) Latest models, 2) Design Following trends, 3) Lighting appeal 4) Color appeal.
4. *facilities*
Everything that facilitates customers in obtaining the benefits provided by showrooms with dimensions according to [10] 1) Complete facilitation, 2) Cleanliness Facilitation, 3) Neatness of Facilitation 4) Conditions and functions of Facilitation.

Data Analysis Methods

In the data analysis will be described how to process data, presentation of data and statistical analysis. Data analysis used is by Multidimensional Scale method. According to Borg and Groenen in the book [14] *defined MDS as a technique of representing distances between objects (or variables) in a multidimensional space, MDS can be defined as a family of analytical methods that use the geometric model (usually in the form of a distance equation) for analysis of inter - relationships among a set of variables, people, or combination of variable and people (such as in preference analysis) so that the latent structure of data can be visualized for meaningful interpretation.* MDS as a technique represents the distance between objects (or variables) in a multidimensional space, MDS can be defined as a family of analytical methods that use geometric models (usually in the form of distance equations) for inter-relationship analysis between a set of variables, people, or a combination of variables and people (as in preference analysis) so that latent structures of data can be visualized for meaningful interpretation.

In performing data processing and data analysis, researchers used Ms. Excel and SPSS version 17.00 programs. SPSS is used to make it easier to process data, so that the results are fast and precise.

Validity Test

According to Sugiyono (2013), the results of the study are valid if there are similarities between the collected data and the actual data occurring in the objects studied. A valid instrument means that the measuring instrument used to obtain data (measure) is valid. Valid means the instrument can be used to measure what should be measured.

Validity tests should be performed on each question item in the validity test. The result of r count we compare with r table where $df = n - 2$ with sig 5%. If r table $<$ r count then valid. For the r value of the table is taken by using the formula $df = n - 2$. That is $df = 30 - 2 = 28$, so that the table r of 0.316 Questionnaire can be said to be valid if the test result of the validity of the questionnaire has a greater calculated r value compared to the table r value. For the complete results of the validity test is in the following table.

For the r value of the table is taken by using the formula $df = n - 2$. That is $df = 30 - 2 = 28$, so that the table r is 0.361. The questionnaire can be said to be valid if the test result of the validity of the questionnaire has a greater calculated r value compared to the table r value.

Reliability Test

According to Sugiyono (2013), the results of the study are reliable, if there are similar data in different times. A reliable instrument is an instrument that, when used multiple times to measure the same object, will produce the same data.

Reliability tests can be conducted jointly on all questions. If alpha value is 0.60 then reliable.

Multidimensional Scaling Analysis

The method of data analysis in this study is Multidimensional Scaling (MDS), which is one of the processors used to visually plot the perceptions and preferences of resource persons in geometric maps. Geometric diagrams called spatial diagrams or perception charts are descriptions of various related dimensions. According to [15] Multidimensional scaling (MDS) is a statistical method that optimally maps proximity data on object pairs (i.e., data expressing the similarity or inequality of object pairs) into the distance between points in a multidimen spacesi(usually 2 or 3 dimensions).

Multidimensional scalling analysis is used to determine consumer perception of Hyundai car showrooms as well as the relationship between product attributes.

Mapping Procedure

In the manufacture of product position maps, processing techniques with Multidimensional Scaling (MDS) are used using SPSS software. The intended data is the average value of the attributes of each product while for linear regression, multidimensional scaling (MDS) data matrix is transported and added with dimension I and dimension 2 columns, resulting in input data for regression.

Application of Property Fitting Procedure

This procedure is used to socialize showrooms against attributes that are considered important by consumers. The goal is to find out what one showroom looks like to another and what attributes cause that resemblance. This procedure requires input of attribute average value matrix data on each attribute and coordinates in each showroom in Derived Stimulus Configuration resulting from the implementation of Multidimensional Scaling (MDS) procedures. An input data matrix is generated by calculating the average input matrix of a Multidimensional Scaling (MDS) procedure.

Plotting Vector Atribut

To achieve vector attributes are first calculated standard regression weights, these weights are called beta weights and hereinafter called $\beta_1, \beta_2, \beta_3, \dots \beta_r$. Next find the point in the "Derived Stimulus Configuration" whose coordinates are beta weight ($\beta_1, \beta_2, \beta_3, \dots \beta_r$). Give β^* finally assume that the average coordinate is zero on each dimension.

IV. RESEARCH RESULTS

MDS Test Results

Determination of the number of dimensions

Stress value and number of dimensions compared to the best, high stress value will give a lower number of dimensions and vice versa low Stress value results in a high number of dimensions. This study suggests dimensionality of 1 to 4 dimensions. Based on the test results obtained stress value obtained as follows:

Table 4.12 Stress and RSQ MDS testing

| dimension | Stress | RSQ | |
|--------------------|--------|------|-----------|
| location | 0.057 | 0.98 | Good |
| facilities | 0.060 | 0.97 | Good |
| Design | 0.059 | 0.98 | Good |
| <i>New concept</i> | 0.040 | 0.99 | Very Good |

It is clear that the higher the dimension, the lower the stress value. This the dimensions for the similarity level are used four dimensions. From the results of statistics data processed from the location attribute has a stress value of 0.057, The facility has a stress value of 0.060, Design has a value of 0.059, *New concept* has a stress value of 0.040, of all attributes assessed in this study has a value that describes an good/very good model.

Perception Map By Location Attributes

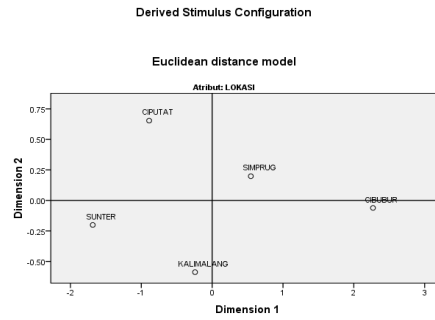


Figure 4.5 Location Two-Dimensional Scaling Results

In the description of the *showroom* location turns simprug and cibubur *showrooms* close to each other. Simprug has the strongest characteristic factor compared to other *showrooms*, namely the most strategic location based on customer perception.

Perception Map Based on Design Attributes

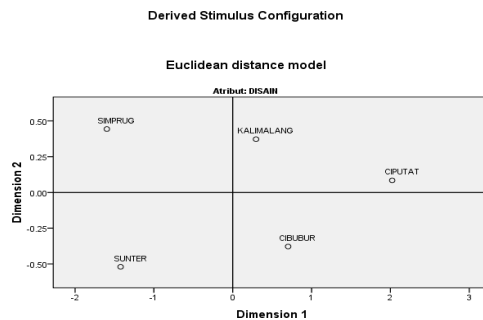


Figure 4.6 Design Two-Dimensional Scaling Results

In the design characteristics of the *showroom* turned out to be showroom Ciputat and Kalimalang close to each other. Ciputat has the strongest characteristic factor compared to other *showrooms*, namely the most attractive design based on customer perception.

Perception Map Based on Facility Attributes

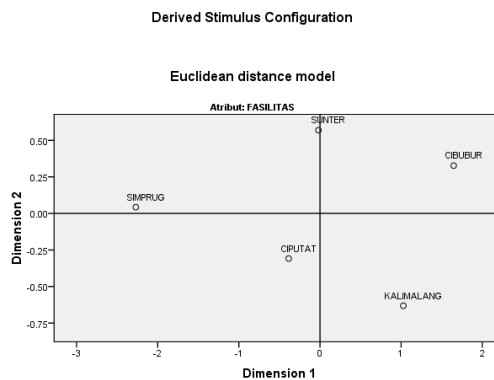


Figure 4.7 Facility Two-Dimensional Scaling Results

In the characteristics of *showroom* facilities it turns out that Sunter and Cibubur *showrooms* are close to each other. Cibubur has the strongest characteristic factor compared to other *showrooms*, namely the most comfortable facilities based on customer perception.

Perception Map Based on *New concept* Attributes

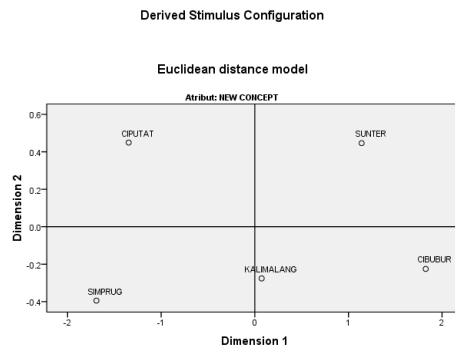


Figure 4.8 Location Two-Dimensional Scaling Results

In the characteristics of *showroom* facilities it turns out that Sunter and Ciputat *showrooms* are close to each other. Sunter has the strongest characteristic factor compared to other *showrooms*, namely *new concept* Showrom the most innovative based on customer perception.

Discussion

The results of this study, if viewed as a whole, show that *showrooms* with the current concept of becoming the market leader by placing them in the number one and two, this is because the *showroom* innovates with a new concept is proven through consumer perception has dominance of excellence in several attributes.

Positioning Map by Location

Based on the positioning map based on the location of the *showroom* location that is very important for car buying activities and consumer visits when choosing and viewing cars shows that *showrooms* Ciputat, Sunter, Kalimalang, Simprug and Cibubur are located in different quadrants. The distance of positions that are far from the pair is the result of positioning *the showroom* location compared to not having any similarity to each other on the location attributes.

This research is in accordance with the theory [6] *Place includes company activities that make the product available to target consumers*. Place is an activity of companies that make products by making segmentation to target consumers so that production goods are quickly purchased by consumers.

The importance of the location in the *new concept* in accordance with the research [16] of the *showroom* also needs to be considered based on the level of consumers and the image of the product so that it must be located in the right position in order to plant a memory of the space and its products.

Positioning Map by Design

Based on the design positioning map, Sunter, Kalimalang, Simprug and Cibubur showrooms are located in different quadrants. From the image it appears that the higher the number at dimension 2 the larger. It appears that *showroom* Simprug has the biggest characteristic factor, because it is located at the top. In the characteristic design of the *showroom* turns Simprug *showroom* and Kalimalang close to each other. Simprug has the strongest characteristic factor compared to other *showrooms*, namely the most attractive design based on customer perception.

New concept showroom research is in accordance with the research conducted by [17] design *showroom* "represents more", aiming to make the *showroom* more representative of the brand. In the research [16] *Showroom* is a place to sell and attract consumers with furniture that is arranged in such a way that it is interesting to see, look glamour, *Showroom* should be able to attract the interest and desire of visitors to buy or be an inspiration in the work. *Showrooms* must highlight the items sold to display the functions of the dealer. *The showroom* is not only a place of business but also displays the characteristics of the *showroom*.

Positioning Map by Facility

Based on location attributes, Simprug, Ciputat, Kalimalang, and Cibubur showrooms are located in different quadrants. From the image it appears that the higher the number at dimension 2 the larger. It appears that Showrom Sunter has the largest characteristic factor, because it is located at the top. In the characteristics of *showroom* facilities it turns out that Sunter and Cibubur *showrooms* are close to each other. Sunter has the strongest characteristic factor compared to other *showrooms*, namely the most comfortable facilities based on customer perception.

Design of facilities for *new concept* in accordance with research [18] Interior facilities design for *showroom* is expected to be useful for everyone, not only for vehicle owners. For the general public is expected to meet their needs for adequate service and interior so that the public want to know how this car. The importance of *new concept showroom* facilities is to give a comfortable impression to customers either who want to visit to see the car or for just car service.

The matter of the new idea of facilities in the *new concept* in accordance with the results of research [19] which explains that the application of the form taken from the company logo that becomes an element in the interior *showroom*, the development of ideas from the formation and transformation of the shape of the body of one of the company's output cars. Here's an idea developed from the formation owned by the company.

1. Furniture Concept
2. Aesthetic Concepts
3. Backdrop Concept.

Positioning Map by *New concept*

Based on the results of the research attributes 5 namely *new concept*, *showroom* Ciputat, Simprug, Cibubur and Sunter are located in different quadrants. From the image it appears that the higher the number at dimension 2 the larger. It appears that Showrom Sunter has the largest characteristic factor, because it is located at the top. In the characteristics of *showroom* facilities it turns out that Sunter and Ciputat *showrooms* are close to each other. Sunter has the strongest characteristic factor compared to other *showrooms*, namely *new concept* Showrom the most innovative based on customer perception.

In the *new concept* of *showroom* development in accordance with the results of research [20]. Redesign and reanalyzing the system according to the changing needs of the customer or user. This developed application will give us information about various cars on the iPhone. users will interact with the iBeacon application using mobile devices such as iPhone, iPad, iPod.

This is in accordance with research [21] to focus on this concept. This project will make it possible to achieve the knowledge and skills gained. The main idea is the creation of a virtual *showroom* to provide information and present high end cars so that the creation of this project is accompanied by a 3-dimensional interactive tour to the exhibition space modeled with 3Ds max and developed with Unity3D.

V. CONCLUSION

Conclusion

Based on the results of observation and analysis of the data described in the previous chapter, the author can give the following conclusions:

1. Showroom location is easy to find, *Showroom* has a parking location that is easy to access. Other branches have a drawback that is located in the automotive sales area this tends to make competition to attract consumers will be more competitive and competitive.
2. Showroom *Design* Ciputat branch has the advantage of developing a *showroom* design that makes visitors comfortable, Design lighting attractive *showrooms* and make customers comfortable, and design a good *showroom* color. Other branches have a drawback that the *showroom* design lacks an elegant look and the *showroom* design does not have a futuristic look.
3. Cibubur *showroom* facilities have advantages Of clean *showroom* facilities and *showroom* facilities are maintained cleanliness. Other branches have drawbacks that *showroom* facilities do not provide technology to view car specs virtually, and *showroom* facilities are less equipped with technology that supports customers to get accurate information about cars.
4. Customer wants a *showroom* with a new look, Customer opinion for the new *showroom* concept should be considered, Opinions or ideas of the customer will improve the new concept *showroom*. Other branches have innovative flaws in the application *new concept* namely Hyundai car *showroom* concept has not attracted customers to come to the *showroom*.

Suggestion

Based on the conclusion of the research on "New concept Car *Showroom* Strategy using Multidimensional Scaling at PT Hyundai Mobil Indonesia" can be put forward some suggestions, as follows:

- 1) To improve the performance of the showroom in heading to the new *concept* on the location attributes must be easily affordable, the instructions to the location clearly according to the location, the location of the *showroom* is in a strategic location.
- 2) To improve the performance of the *showroom* towards the new *concept* on the design attributes of the addition of brighter lights, more open feel, available life *music*, *futuristic showroom* concept, modern, stylis and attractive, design provides comfort and more interesting.

- 3) To improve *the* performance of the showroom to the *new concept* on the attributes of refreshment facilities comfortable waiting room facilities and internet access, the addition of museums, cafes, car simulators with VR systems (*Virtual Reality*), Display, PD. Iphone system.
- 4) To improve *the new concept* should be added with the theme of green zone, futuristic theme, simple and provide comfort.

LIBRARY LIST

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