

ABSTRACT

Abstract : *The Public Service Mall (MPP) of Cimahi City serves as an integrated service center that facilitates administrative processes for the public. However, an evaluation of the existing conditions reveals that user behavior aspects have not been fully accommodated in the design, leading to inefficient movement flow, suboptimal comfort, and ineffective interactions between staff and the public. Therefore, the redesign of the Cimahi City MPP adopts a behavioral approach to create a more human-centered, efficient, and user-oriented service environment.*

This behavioral design approach focuses on optimizing layout based on user movement patterns, creating comfortable interaction zones, and enhancing service information readability to reduce confusion and improve public independence in accessing services. Additionally, ergonomics and anthropometric principles are applied to enhance physical comfort, while visual identity and interior design elements are reinforced to establish a professional yet welcoming and inclusive atmosphere. Through this behavior-based redesign, the Cimahi City MPP is expected to improve service effectiveness, strengthen public trust, and provide a better and more efficient user experience.

Keyword : *Public Service Mall, interior design, behavioral approach, user comfort, spatial layout, ergonomics, inclusive design, Cimahi City.*