

Design Process that Reflects Company Idealism at Makai Design Company

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ABSTRACT

Interior design firms are identical with their own ideals and diverse ways of working. The way a company works is seen from the design process influenced by the leadership style, which represents an ideal characteristic of every interior design company. This reflection of idealism is the main reference held by the Makai Design Company, as the main discussion in writing this research. This idealism wants to be explored further to show the main goal of an interior design company. By using qualitative methods with an ethnographic approach in collecting data as well as an interpretive lens in viewing data validation. The research problem in this paper discusses how the design process which is influenced by leadership style can reflect idealism in the parameters of client happiness. The results of this study respond to the research problems and expose new discoveries, that idealism will continue to grow and develop along with the corporate goals on a larger scale.

Keywords: Design Process, Leadership Style, Idealism, Client Happiness, Goals

INTRODUCTION

Idealism is often associated with the essential core applied in interior design companies. This supports in emphasizing the distinctiveness of the characteristics of each company. The role of idealism as a core of an interior design firm is important, especially its dynamism in achieving the goals of the company. The development of the world of design makes competition very tight for design companies to compete, especially every design in the world has its own characteristics that can represent a design company through its design results that attract the public. A design that lacks a core feel bland and will have a hard time competing with other designs. The choice of this topic is important as the author sees an opportunity that the power and role of idealism does not stop at one point and has a strong impact in achieving the success of every company's goal, in which client satisfaction that led to client happiness. Makai Design Company believes in this too, as 'customer happiness' is become the company idealism. The author wants to see how far the dynamic idealism of an interior design firm develops and the impact on the company.

LITERATURE REVIEW

As in the previous discussion, the reflection of idealism is to be shown through the design process and leadership within the Makai Design Company, therefore the use of the right theory can support the entire analysis process correctly. This theory can help direct opportunities toward conclusions on a larger and surprising scale.

Project Management

In this theory, we will discuss more deeply the steps of the design process from the initial stages of receiving the project, the design process, coordinating the team and the client, to the final stage of development which is handed over to the contractor (Knackstedt, 2002):

1. The Programming Phase discusses with the client what parameters must be worked out based on the client's directions. Such as what type of project is being carried out, preferences given by the client, wishes and needs according to the client's problems, also equipped with recommended cost requirements and when the client agrees with the service offer provided by the company, the signing of the agreement letter is carried out as a bond,
2. The Schematic Design Phase discusses the stage after the client has entered a contract or approval letter, the next step is to proceed to the initial design stage to determine what problems occur with the existing conditions, and understand what is working and not and the placement of several areas in the existing space,
3. The Design Development Phase Discusses the next stage after approval from the client for the initial stages of the design, what is done next is to carry out the details and develop the design to the final stage and provide more detailed drawings and material specifications. Proceed to making price proposals to be submitted to contractors as well as for further calculations,
4. The Contract Document Phase is a very crucial stage but is often overlooked, because a company's expertise and balance are needed in interacting with clients to provide convenient information, so that clients always get information about the latest changes regarding the design. Do not forget to also have good and open interactions with vendors and contractors to provide continuous information to clients and the results of the projects being worked on.

System in Practice

This theory will support the client's role in an interior design consulting service company and what kind of service the company can offer (Coleman, 2002):

1. Expectation is a procedure before starting project work, by having to understand and identify the expectations of the client,
2. Qualification understands that in carrying out each stage of the project, the design team will use the expectation document, to stay focused on meeting the main goals and objectives from clients. At this stage the client and designer work together on the project,
3. Evaluation shows that the design team gives their perception of internal evaluation of how well the client's expectations are met,

4. Action is a procedure after carrying out the evaluation stage, the design team must disseminate the results of the assessment from the client among the design team members and prepare to make revisions based on the feedback provided.

Management Style

Further discussion on the adopted leadership style based on the principal ideology that forms the company's vision and mission. The measuring parameter is seen in terms of the dominance of the leadership style in Makai when working on projects and how the scale of responsibility is given and the scale of contribution in submitting ideas from employees (Piotrowski, 2014):

1. Autocratic is a leadership style that is top down, in which all management, planning, and decision making has a direction from the principal to the staff. This leadership style opens little room for soliciting input from staff and is even tolerated. The owner of the company has full control over management,
2. Democratic is the opposite, in this leadership style, input from staff is expected and requested, responsibility is often given to staff in completing projects without direct interaction with managers, here managers still must provide boundaries to employees in working on projects so that they remain under supervision and do not harm the company.

Customer Happiness

1. **Rational** is the act of consciously noting that aspects of reality such as the client's budget are nominally obvious. The designer's policies and expertise have been embedded in determining what aspects are optimal and not optimal in terms of space, costs, and other matters related to the reality of the project (Mufti, Khan, & Zaheer, 2011).
2. According to Mufti, Khan, & Zaheer (2011) **Emotional** explain about the client's emotions can be pleasant or sad for the client and those feelings can lead to good or bad emotions. Everything is done from the way Makai handles every situation with the right steps.
3. **Customer Value** is every service provided by Makai really thinks about how to handle the emotions that arise, and all strive to the fullest to provide the best for clients (Rust & Zahorik, 1993). This stage is the phase where the company is at the level of understanding the client and can provide the best to make the client happy and satisfied (Kotler & Keller, 2009),
4. **Customer Relationship** shows the relationship between the client and the designer is not just meeting and discussing the project being worked on (Shaker, Ismail and Alsadi, 2010), there are several aspects outside the project that can strengthen the relationship and can create a relaxed and friendly atmosphere. Kotler & Keller (2009) says that the presence of clients must welcome and responded personally to provide a sense of comfort to clients,
5. According to Donald (1998) **Situation** is understanding the project execution time is very crucial in the process. If there are miscommunication

problems, it will cause a delay in the project work schedule in the field, hence as a professional designer, the principal of Makai will stay focused on the problematic project,

6. **Culture** is about understanding the client's background is a must, it also relates to the project to be built, the client of this coffee atmosphere consists of two people and the person holding the creative division is Mr. F, he really likes something unusual, and is sensitive to the existence of a habit that different in these two locations, both Blok M and PIK (Kogut & Signh, 1988).

Each of these theories is packaged into a framework to understand its relation to data, both in the process of design, leadership, and Makai's idealism. In this framework of thinking, it helps to see how the approach is taken and the company's goals towards idealism.

METHODOLOGY

In this paper, the author uses data based on project case studies within the Makai Design Company. In this writing the research method used is a qualitative method with an ethnographic approach. All data collected is based on the author's personal experience as an intern in the Makai Design Company office within 10 months, according to Crouch & Pearce (2012) In conducting research as an ethnographer in a social environment, it is very important to use observation as the main strategy in achieving high quality data, therefore through observation is crucial for researchers to obtain complete field data. Using an interpretive lens that supports this ethnographic approach for more valid data collection.

According to Neuman (2014) the effect of a specific social approach can impact social research and strengthen the surrounding social values. According to Crouch & Pearce (2012) by doing observation, researchers can improve their involvement in the social environment and place a better research focus, so data collection through field observations is necessary. With direct observation in the field, the author can get to know the habits in the office more deeply, especially when carrying out the process of designing a project as a team. This direct observation also opens assumptions. Thus, the data collected is not only based on the author's observation, which is only based on the author's personal interpretation and confident assumptions, so complementary steps are also carried out by conducting interviews with employees and principals. Crouch & Pearce (2012) states that observations must be supported by interview data, documents, or other formats in strengthening the validation of observations.

RESULT & DISCUSSION

The author used Suasana Kopi, coffee shop retail, as a case study to analyze Makai's idealism, which to aim *consumer happiness*, from two perspectives: Makai's design process and its leadership. Suasana Kopi was selected because the design template is developed by Makai and considered successful by the client, as now every Suasana Kopi branch design was entrusted to Makai.



Image 1 Suasana Kopi Project as Case Study. (Source: Marvin, 2022)

By crossing design process and leadership data with idealism theory, it can show a reflection of company idealism. The next stage is to re-test the analysis that has been formed, this test will be carried out at the data confirmation stage. After doing this stage, the researcher can proceed to the exciting new discovery stage.

ANALYSIS OF DATA AND THEORY

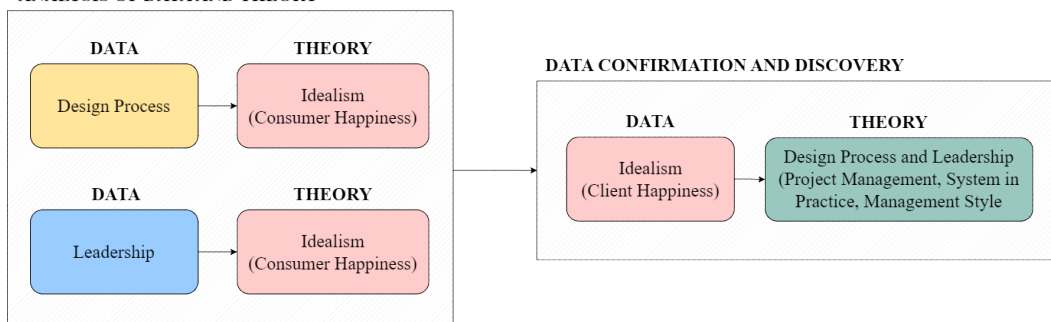


Image 2 Cross Process between Data and Theory. (Source: Marvin, 2022)

Several findings can be produced which will be discussed below.

A. Finding on How Makai’s Design Process reflects the Company Idealism

The analysis from Makai’s design process presents the points of discovery that reflects the company idealism which are then packaged and re-sorted. These

finding points were previously discrete and scattered, so grouping them into more targeted categories helps to accurately orient the research problem towards the idealism of the Makai Design Company, as shown below:

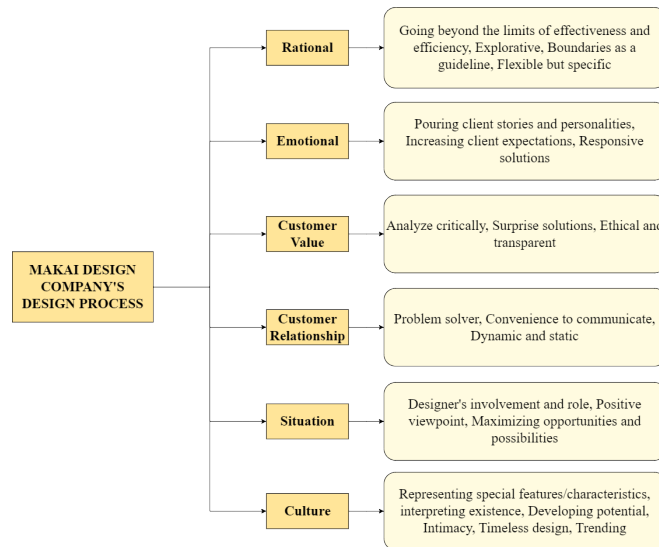


Image 3 Makai's Design Process towards Company's Idealism. (Source: Marvin, 2022)

B. Finding on How Makai's Leadership Style reflects the Company Idealism

The same application is made to the Makai leadership style, by looking at intersecting points and grouping them based on clear categories. The points of discovery based on the Makai design and leadership process have been able to answer the formulation of the problem of this writing, namely demonstrating a design process and leadership style that can reflect the ideals of the Makai Design Company very clearly:

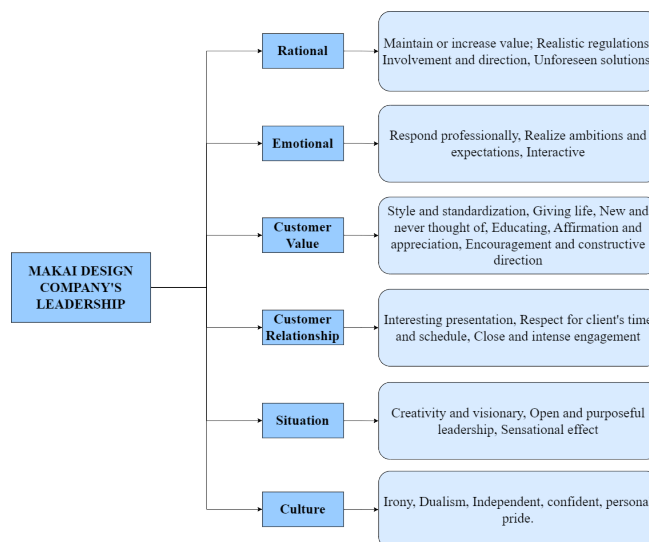


Image 4 Makai's Leadership Style towards Company's Idealism. (Source: Marvin, 2022)

C. Makai's Design Company Idealism

The next stage is entering the confirmation stage, where each point that has been sorted according to the existing category will be re-tested for validation whether each point occurs or there are points that are reduced, or even there are new discoveries in Makai's idealism.

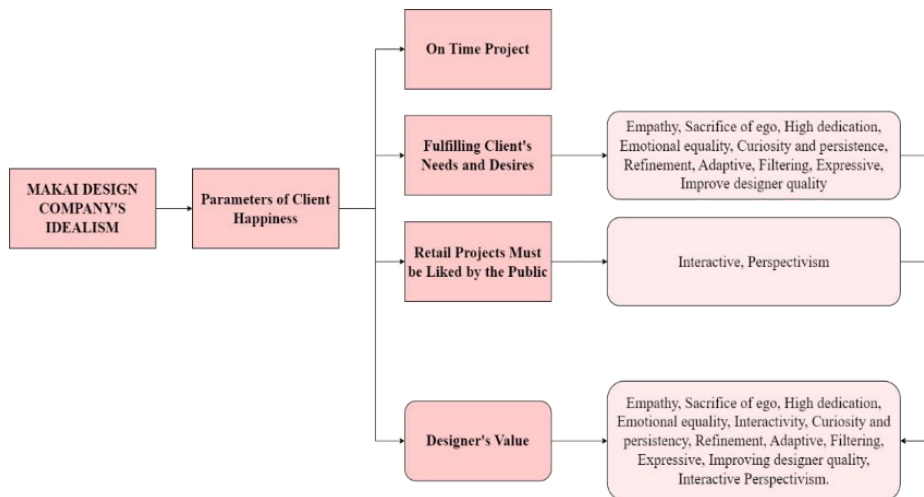


Image 5 Makai's Design Company's Idealism. (Source: Marvin, 2022)

This confirmation chart shows points based on the proven design and leadership process that can properly reflect Makai's idealism. This confirmation chart shows that there are Designer's Value points which are known as new discoveries that support the ideals of the Makai Design Company, within the parameters of client happiness. This discovery has an interesting opportunity and role towards the goals of the company and encourages the existing idealism to become more perfect in achieving goals.

CONCLUSION

As shown in the analysis, the author can conclude that:

1. Makai Design Company's design process reflects the company idealism by rationally going effective and efficient process and putting client's story to produce emotional design. Being critical, ethical, transparent and acting as problem solver is Makai's way to build customer value and relationship. Makai's cultures are driven by maximizing opportunities and developing potential in its design process.
2. The leadership style of Makai Design Company's reflects the company idealism through rationally maintaining and increasing the company value and responding professionally towards the needs of its team. Educating, constructive direction, close and intense engagement becomes Makai's leadership style towards building customer value and relationship. Creative and visionary, independent and have personal prides is Makai's leadership cultures.

- Both Makai Design Company’s design process and leadership style confirmed to contributed on successfully achieving the company idealism, in which accomplish client/customer happiness parameter through on-time project delivery, fulfilling client needs and desires, and if it’s a retail project it needed to be appreciated by the public.

In addition, the research also showed that designers’ values, which are principal decision, knowledge and experience, contextual understanding, and sense of involvement & responsibility, also have contributing factor on achieving Makai’s idealism. Moreover, the combination of achieving client happiness and having designers’ value will result on design consultant corporate culture as shown in image 5 below.

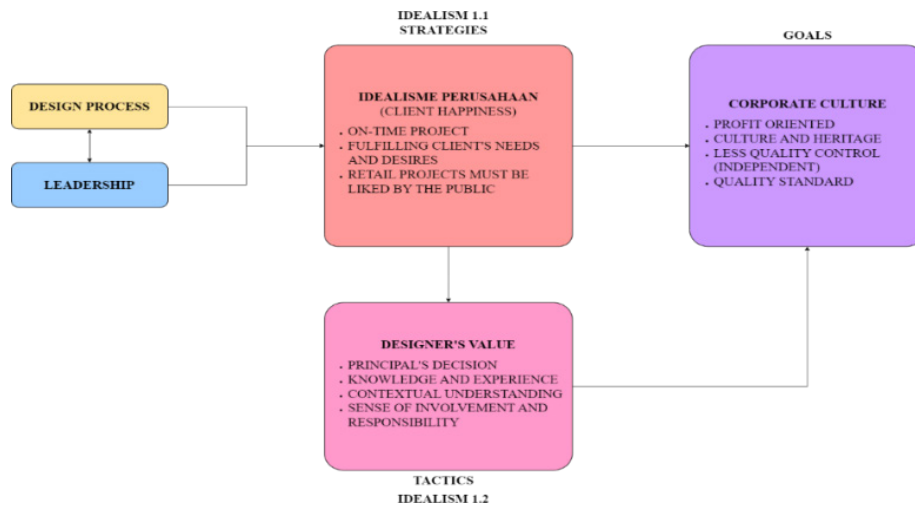


Image 6 Implementation of Strategies, Tactics, and Goals. (Source: Marvin, 2022)

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