**PROBLEM STATEMENT**

Innovative workplace is believed to be supportive towards employees’ productivity. A series of discussions and researches were supporting this topic within the field of Real Estate Management. The idea of this research is to reveal innovative workplace in Jakarta, what are the preferences of the employees concerning the physical workplace environment.

Research question: “What are the users’ preferences regarding the physical workplace environment in Jakarta which are perceived, as supportive to higher productivity?”

The preferences are reflections of users’ demands. To check whether a case or a workplace strategy is a success, one can measure the satisfaction level, which reflects the supply side of the strategy. In order to do this, discrete choice questions were combined with the WODI toolkit questions, which revealed both preferences and the satisfaction level of the employees. To cross-analyze the results of the discrete choice and the WODI, indicators namely comfort, stimulation, and privacy, were made based on the list of variables used for describing the physical characteristics.

**FINDINGS ON EMPIR**

**Case study in Jakarta**

MedcoEnergi
- Local energy company
- Indirect bottom up approach
- Mix of cellular office & open space
- With guidelines

**MATCH OF INDICATORS’ SATISFAC**

60% on stimulation
50% on privacy
57% on comfort

60% > 50%

CONCLUSIONS & DISCUSSIONS

RESULT ON ALL 174 PARTICIPANTS

<table>
<thead>
<tr>
<th>DISCRETE CHOICE RESULT: importance level</th>
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<td>44% satisfied</td>
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Result of the cross-analysis between WODI & Discrete choice findings

When asked about the importance of workplace design, 89% of the respondents rated “important” or “very important.” (Gensler Architects, 2008)

90% of respondents believe that workplace design affects productivity. (Gensler Architects, 2008)

Based on a survey on 2000 employees in the US.

**Learning lessons from NL**

In general, the satisfaction level data of the survey participants in Jakarta and the database from the Center for People & Buildings (CPB) do not vary that much. However, the indirect communication & IT satisfactions in Jakarta are lower. This could be caused by the reality of the workplace environment in Indonesia, or particularly less IT investments in the company. In terms of the satisfaction of the workplace environment, the problem could be caused by the lack of bottom up approach used during workplace change process.

Indeed, the workplace design implementation in Jakarta still need extensive improvements. Organizations tend to put less attention in this case, and manage a top-down approach on the decision making, neglecting the importance of employee engagement. Although the implementations found in the Dutch cases are also not the perfect solutions, but lessons could be learned on how the combination of employee engagement and top-down decision making could lead to a more comprehensive design.

Additionally, company guidelines are considered to be another important factor in supporting the well-being of the employees. Without guidelines, employees showed insufficient level of satisfaction.

**Research Background**

“Working is one of the two major paths of fulfilment in life.”

- Sigmund Freud -

“Many factors determine a person’s productivity, stress, and satisfaction at work, and one important thing is the influence of the physical environment towards these satisfaction factors”

- Robert Gifford -

**SHORT CASE STUDY**

(Jakarta)

**DISCRETE CHOICE RESULT: importance level**

- Stimulation | 2. Privacy | 3. Comfort

**SATISFACTION**

1990s

**Ogilvy**

**SATISFACTION**

**174 participants**

The survey collected data from 174 employees working in Jakarta, including 67 from PT architects, Egis Indonesia & MedcoEnergi, while other respondents gathered through social network.

**Indonesia**

P&G

US multinationals, FMCG

- Global bottom up – Top down approach
- Mix of rooms & open office
- With guidelines

Microsoft

US multinationals, software

- Mix of (global) bottom up & top down approach
- Mix of events & open office
- With guidelines

**Office Transformation**

**How Technology Influence the Workplace**

**PHYSICAL WORKPLACE**

**CONTEXT: CULTURE**

**INNOVATIVE WORKSPACE**

Creating strategy based on the needs of the organization.

**INNOVATIVE WORKSPACE**

**LITERATURE STUDY ON STRATEGY**

EXPLORING INNOVATIVE WORKPLACE DESIGN IN JAKARTA

Pamela I. B. Jouwena | Real Estate Management Laboratory | Department of Real Estate & Housing | Faculty of Architecture | Delft University of Technology

1st Mentor : D. J. M. (Theo) van der Voordt | 2nd Mentor : Clarine van Oel | External Examiner : Ad Straub

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**Process**

**Throughput**

**Performance**

**Cost Reduction**

**Office Transformation**

**How Technology Influence the Workplace**

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