

## ABSTRACT

### **DESIGN OF HEADQUARTERS OFFICE OF BANK UNIVERSAL BPR USING A BEHAVIORAL ARCHITECTURE APPROACH, TANGERANG SELATAN**

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*This article describes how to design a head office that is relevant to the 4.0 era and looks at developments over time in terms of office function, employee performance, and the comfort of office visitors. Offices are now changing their function and are designed not only in administrative terms but also as an illustration of a company in assessing the suitability of the company. Implementation of the design is carried out in building the head office of Bank Universal BPR by including the Behavioral Architectural approach and outcomes that are expected to get green building certification. The construction of the head office is accompanied by collaborative spaces and community spaces.*

**Keywords:** *Office, Headquarters, Behavioral Architecture, Bank Universal BPR*

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