ABSTRACT

This business model creation’s concept is about creating a new parking system that allows the car users to have a better way of finding a parking spaces in public parking area like shopping malls.

With the technology support, this system will help building management in managing the parking area and become a solution of some problems that car users usually face when they are trying to find a parking space in public parking area especially in time when the traffic of public places is high, like weekends and holiday seasons. They usually hard to find the parking space and waste their time for only finding a single space for their car.

Some research and surveys were conducted to support this business model creation. Survey methods take a form of questionnaire data collection to analyze, synthesize, and interpret how potential this business model creation.

Keyword: parking, service quality, parking assistance, shopping mall