

WELLBEING AND WELLNESS: THE MAIN NEEDS FOR USERS OF INTERIOR DESIGN SERVICES

Putri Refinda Yuan Ochtisha^a, Astrid Kusumowidagdo^b

^{a,b} Architecture Department, School of Creative Industry, Universitas Ciputra, Surabaya, Indonesia
corresponding email : [prefinda@student.ciputra.ac.id^a](mailto:prefinda@student.ciputra.ac.id)

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ABSTRACT

The interior design business is growing along with customers' increasing interest in ease of service. Increased competition drives the need for differentiation by integrating well-being and wellness into building design through the Wellness-Centric Approach. This research aims to identify customer needs and preferences related to interest in well-being and wellness in building design. Involving observations from consultants, literature reviews, and surveys, the findings present an analysis of the industry, market forces, and key trends. Awareness of well-being and wellness in building design is increasing, although it is not yet aligned with the psychological aspects. Competition, consumer preferences, technology, and regulations affect service quality and pricing. The lack of wellness-focused consultants and technological knowledge, as well as government regulations, also play an important role. Key trends in wellness design include air quality, technology, color, eco-friendly materials, natural elements, and health representation, opening up competitive opportunities for well-being and wellness design. Opportunities arise from increased real estate investment and shifting consumer preferences due to the COVID-19 pandemic. Innovation in line with key trends and consumer awareness opens up opportunities for building design focused on health and well-being. This research pinpoints a growing demand for well-being design and its advantage for interior design consultants. The results show that well-being and wellness-oriented interior design provides a competitive advantage in the consulting business.

Keywords: Interior Architecture, Competitive Advantage, Wellbeing, Wellness.

ABSTRAK

Bisnis desain interior tumbuh seiring dengan meningkatnya minat pelanggan terhadap kemudahan layanan. Peningkatan persaingan mendorong perlunya diferensiasi dengan mengintegrasikan kesejahteraan dan kesehatan ke dalam desain bangunan melalui Pendekatan Wellness-Centric. Penelitian ini bertujuan mengidentifikasi kebutuhan dan preferensi pelanggan terkait minat terhadap kesejahteraan dan kesehatan dalam desain bangunan. Melibatkan observasi dari konsultan, tinjauan literatur, dan survei, temuan menyajikan analisis industri, kekuatan pasar, dan tren utama. Kesadaran terhadap kesejahteraan dan kesehatan dalam desain bangunan semakin meningkat, meskipun belum sejajar dengan aspek psikologis. Persaingan, preferensi konsumen, peraturan pemerintah, serta kurangnya konsultan yang fokus pada kesejahteraan dan teknologi memengaruhi kualitas layanan dan harga. Tren utama dalam desain kesehatan mencakup kualitas udara, teknologi, warna, bahan ramah lingkungan, elemen alami, dan representasi kesehatan, membuka peluang kompetitif bagi desain kesejahteraan dan kesehatan. Peluang muncul dari peningkatan investasi real estat dan pergeseran preferensi konsumen akibat pandemi COVID-19. Inovasi yang sesuai dengan tren utama dan kesadaran konsumen membuka peluang bagi desain bangunan yang berfokus pada kesehatan dan kesejahteraan. Hasil penelitian menunjukkan bahwa desain interior yang berorientasi pada kesehatan dan kesejahteraan memberikan keunggulan kompetitif dalam bisnis konsultasi.

Kata Kunci: Arsitektur Interior, Kesejahteraan, Kesehatan, Keunggulan Kompetitif.

INTRODUCTION

The current interior design consulting service industry is still characterized by a lack of awareness of the importance of applying designs that integrate the concepts of well-being and wellness (Naser & Al-Mamoori, 2023). Many service providers and service users still prioritize aesthetic or functional aspects, while design aspects for physical and mental well-being are often overlooked. However, there are opportunities and challenges faced by an interior design agency that carries the well-being and wellness approach in this industry. Factors such as market trends, changes in consumer behavior, and potential cooperation with external parties such as health facilities, counseling services, and even fitness centers, are part of the dynamics of the current interior design industry.

The application of well-being and wellness aspects in interior design has the potential to improve residents' quality of life and support their physical and mental health. The theory proposed by Homburg, Stolberg, & Wagner reveals that individuals tend to choose places that make them feel competent, confident, and comfortable (Homburg et al., 2007). Therefore, creating a comfortable and well-being-enhancing environment is important in interior design. Studies by Steven, Petermans, Vanrie, & Cleempoel also show that interior architectural themes that promote well-being have a long-term positive impact on individuals' psychological well-being (Steven et al., 2013).

Deepening the principles of well-being and health design requires optimizing several parameters (Satata et al., 2020, 20). On the other hand, the World Green Building Council's Health and Wellbeing principles offer a detailed and comprehensive framework that covers various aspects found in other literature, such as design for happiness, design for meeting needs in achieving goals, and design for morals and behavior.

These principles can also be applied to design for acoustic comfort, individual control, and lighting comfort to maintain physical and psychological health. In addition, designing furniture to maintain physical and social well-being, as well as designing layouts and vegetation to uphold physical, psychological, and social well-being, are integral aspects of applying these principles (Hamidah & Wardhani, 2022).

In the field of interior consulting, the competitive advantage of companies is closely linked to the knowledge, creativity, and problem-solving ability of their consultants (Ivanova, 2022). Knowledge-based resources are considered difficult to replicate, leading to a sustainable competitive advantage for companies that utilize them effectively (Alavi & Leidner, 2001). In addition, the importance of employee well-being is increasingly recognized as a core element in organizations' strategies to achieve competitive advantage (Ali et al., 2020). Consultants view competitive advantage as an important criterion, especially in

the context of sustainability reporting, where it is seen as a key benefit for small and medium-sized enterprises (Polo & Guerrero-Baena, 2023).

Improving the well-being of consultants can contribute significantly to their performance and problem-solving capabilities, ultimately impacting the competitive position of the company. For example, by supporting junior well-being through performance reviews, training, and non-monetary compensation policies, consultant managers can foster a culture of responsibility and well-being within the organization (Bouwmeester & Kok, 2018). In addition, organizational alignment and employee engagement are highlighted as factors that can predict and sustain competitive advantage for firms (Frino et al., 2019).

In the context of interior architectural design, incorporating sustainability principles and environmental considerations can be a source of competitive advantage. By offering comprehensive education on sustainable design practices and engaging professionals in sustainable design workshops, firms can differentiate themselves and appeal to environmentally conscious clients (Celadyn, 2020).

In addition, the design of interior spaces can directly affect the subjective well-being of individuals, which emphasizes the importance of considering happiness and well-being in interior architecture (Petermans, 2019). According to Kusumowidagdo, the right design provides good

benefits for all parties, whether it is visitors, employees, or business managers (Djajadi et al., 2018).

Overall, the synthesis of knowledge management, employee well-being, sustainability practices, design implementation principles, and creativity in interior consulting firms can result in a holistic and wellness-centric approach to gain a competitive advantage. By fostering a culture of knowledge sharing, supporting employee well-being, integrating sustainability principles, and cultivating creativity, interior consultants can position themselves as industry leaders with a unique value proposition.

However, the current state of the interior design business in Surabaya, as revealed by the business environment analysis, presents significant challenges that this holistic approach can help address. In the industry analysis, although the awareness of the importance of well-being in building design is increasing, this awareness has not been aligned with the psychological aspects. Meanwhile, in the context of market forces, factors such as intense competition, changing consumer preferences, technological developments, and complex regulations affect service quality and prices. The lack of wellness-focused consultants and lack of understanding of technology and government regulations are also obstacles in terms of licensing. In addition, key trends in health design for buildings show that air quality, technology utilization, use of

color, eco-friendly materials, natural elements, and elements that represent health are the main focus. These issues offer opportunities and competitive advantages for interior design businesses oriented toward health and wellness design, especially in commercial buildings such as fitness center facilities, health clinics, beauty clinics, and psychology clinics.

To capitalize on these identified opportunities and address the industry's shortcomings, this research aims to explore the design principles of well-being and health, focusing on optimizing several important parameters such as color, lighting, air, temperature, humidity, and noise. Through this research, the authors hope to capture opportunities arising from increased real estate investment and shifting consumer preferences driven by the COVID-19 pandemic. In the context of the industry, such opportunities are driven by market forces that drive innovation in line with key trends, along with consumers' increasing awareness of well-being. This is expected to open the door for the development of building designs that are more focused on people's well-being and health, which includes both the internal part of the agency as well as the external affected parts such as clients and users, thus making a significant contribution to the interior design industry.

METHODS

This study utilizes qualitative methods involving observation of similar consultancies, literature review of books, journals, electronic sources, and surveys.

Observations

The study began by conducting observations of several similar consultancies to gain a comprehensive understanding of the topic under study. This involved direct observation of the activities and practices of these consultants in a context relevant to the research.

Literature Reviews

Conducting an extensive literature review from diverse sources, such as books, academic journals, online databases, and pertinent publications, was undertaken next. The objective of this literature review was to compile up-to-date and pertinent information on the research subject matter from a range of viewpoints and methodologies, including insights from "Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers" by Alexander Osterwalder and Yves Pigneur. This book provided a comprehensive framework for understanding and analyzing business models, which served as a springboard for investigating how this framework could be applied to the interior design industry with a focus on well-being and wellness principles.

The literature review also explored existing research on the integration of well-being design principles into interior spaces. For instance, a study published in the journal "Building and Environment" (Kim et al. 2018) investigated the impact of biophilic design elements (incorporating nature) on occupant well-being in office spaces. Their findings suggested that increased exposure to natural elements can

lead to improvements in employee satisfaction, stress reduction, and cognitive function. Another relevant study in the journal "Facilities" examined the user preferences for well-being design features in senior living facilities (Zhang et al. 2020). This research identified a strong preference for features that promote physical activity, social interaction, and connection to the outdoors, highlighting the importance of tailoring well-being design to specific user needs.

By comparing and contrasting these studies, the literature review aimed to identify existing knowledge gaps and areas where further research is needed. In particular, the review aimed to explore how these well-being design principles could be incorporated into the business models of interior design firms, especially in the context of the Surabaya market.

Surveys

In addition, this research also involves the use of surveys as one of the data collection methods. These surveys may involve questionnaires distributed to respondents relevant to the research topic. The data from this survey is then used as an important source of information in the analysis and discussion of the research results. This research utilizes a survey methodology to assess the awareness of well-being and wellness principles in interior design among Surabaya residents who have previously used interior design services. The survey will assess awareness of well-being and wellness principles in interior

design; experience with design consultants who incorporate these principles; and preferences for incorporating well-being considerations into future design projects. This method ensures a focused investigation into the current state of awareness regarding well-being design among Surabaya residents who are potential clients for design services. The findings from the survey will be presented and discussed in the subsequent sections.

RESULTS AND DISCUSSION

Industry Forces

The interior design industry, particularly those emphasizing well-being and wellness design, is witnessing significant growth and evolution, driven by various factors. One notable trend is the increasing awareness and importance placed on personal well-being, particularly in the psychological aspect, within the Indonesian market. This growing awareness presents a lucrative opportunity for interior design consultants specializing in personalized designs that align with well-being and wellness specifications. By tapping into this trend, interior design firms can serve as crucial connectors within the value chain, facilitating collaboration among service providers, experts, and product vendors in the well-being and wellness industry.

Collaborating with suppliers who share the vision of promoting well-being and wellness enhances the quality of services offered by interior design firms. Such partnerships not only enrich the knowledge

base but also elevate the visibility of suppliers and their products through project collaborations. This collaborative approach enhances the overall value chain by ensuring that materials and products used in interior design projects contribute to enhancing the well-being of occupants within buildings.

Stakeholders play a vital role in shaping the direction and success of interior design firms focused on well-being and wellness design. These stakeholders can be broadly categorized into internal and external groups. Internal stakeholders include employees and directors, while external stakeholders encompass customers, suppliers, well-being and wellness experts, and Indonesian society at large. Customers, in particular, play a pivotal role in supporting the financial turnover and operational activities of interior design firms. By offering a diverse range of consulting services tailored to customer needs and collaborating with well-being and wellness design experts, firms can enhance their reputation and build trust among customers, thereby driving growth in the industry.

In terms of competition, the industry landscape consists of both incumbent and insurgent competitors, as well as substitute products and services. Incumbent competitors are dominant players in the interior design industry with a focus on well-being and wellness design, having operated for at least a decade. On the other hand, insurgent competitors, or new entrants, pose a challenge by offering better quality services at competitive prices, often being established

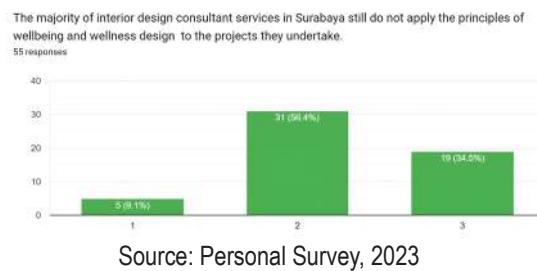
for less than five years. Additionally, substitute products and services from other interior design consultants could potentially replace those offered by existing firms, posing a threat to profit potential and growth.

Overall, the interior design industry, especially in well-being and wellness design, is undergoing a transformation driven by changing consumer preferences, technology, and regulations. By staying attuned to these trends and collaborating with stakeholders, firms can position themselves for sustained success in this competitive landscape.

Market Forces

The market forces analysis in the interior consulting business that focuses on the well-being and wellness design approach highlights several important aspects that influence market dynamics (Fajriana, 2018). In the market issues section, there is an understanding that to identify potential business opportunities, it is necessary to analyze the current situation and problems in the market (Porter, 1997). The survey results revealed that only 9.1% of Surabaya residents who have previously used interior design services are aware of consultants specializing in well-being and wellness design. Competition is one of the influential factors, where interior consultants who focus on well-being and wellness are still relatively few so competition does not fully affect service quality and prices. Other factors affecting this business include consumer preferences, technological advances, and government regulations.

Figure 1. Survey Results of Interior Design Consultant Services with Awareness of Wellbeing And Wellness Known by The Surabaya Community



In the market segment context, Indonesians with lifestyles, interests, and needs in the field of well-being and wellness are the main targets. This market consists of various segments, including fitness centers, health clinics, beauty clinics, and psychological clinics. In positioning itself in the market, a wellness-centric approach is used, where the design takes into account the well-being and mental and physical health of the occupants.

Needs and demands are an important part of understanding this market. The increasing

awareness of Indonesian people regarding their well-being has influenced the growth of fitness centers, health clinics, beauty clinics, and psychological clinics (Surabaya City Statistics Agency, 2020). The data shows that the demand for these facilities is increasing and has become important for people who have an interest in the well-being and wellness lifestyle.

Data from Surabaya City's Central Bureau of Statistics shows an overall improvement in the welfare of Surabaya residents compared to the previous year, especially in access to and choice of health facilities. There has been a shift from the use of less trained or traditional health workers towards medically trained health workers, such as hospitals, health centers, doctor's practices, or clinics. This reflects an increased awareness of the importance of health and well-being among Surabaya residents and indicates an increased need for medically trained health facilities.

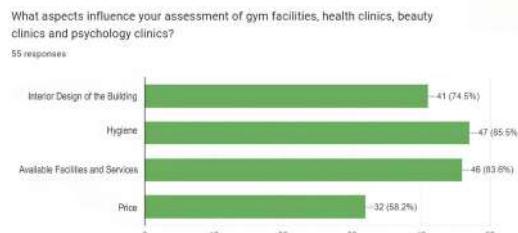
Table 1. Percentage of Population with Outpatient Treatment by Place of Treatment in 2019-2020

Place of Treatment	Male		Female		Male and Female	
	2019	2020	2019	2020	2019	2020
(1)	(2)	(3)	(4)	(5)	(6)	(7)
Hospitals	26,73	29,13	27,39	29,44	27,09	29,30
Doctor's Practice or Clinic	68,90	39,03	47,04	44,74	46,13	42,11
Health Center	35,49	37,01	33,82	33,74	34,60	35,24
UKBM	1,47	0,84	0,70	-	1,06	0,38
Traditional Treatment	0,35	-	0,31	0,97	0,33	0,52
Others	1,12	0,55	-	-	0,52	0,25

Source: Surabaya City Statistics Agency (2020)

In addition, according to Alfons, CEO of Erha Clinic Indonesia, the growing need for the beauty care industry such as beauty clinics said that the development of the industry reached 15 percent (Fajriana, 2018). Meanwhile, the increasing need for psychological clinics is supported by a McKinsey survey which highlights the fact that as many as 18 percent of Gen Z, 13 percent of millennials, 11 percent of Gen X, and 6 percent of baby boomers report poor mental conditions.

Figure 2. Survey Results of Aspects that Affect the Value of Wellbeing and Wellness



Source: Personal Survey, 2023

When observing the current needs and demand market, interior design needs to be related to well-being and wellness aspects in buildings such as fitness centers, health clinics, beauty clinics, and psychological clinics have significant potential. This is reflected in the increasing demand for market trends but the knowledge related to well-being and wellness design is still minimally spread in Surabaya City. The majority of consumers tend to prioritize cleanliness and service quality is the most important aspect of interior design. This potential provides an opportunity for interior design service providers to introduce the concept of well-being and wellness to the wider community

through various projects in these facilities. Thus, both the general public and those who already have an interest in well-being and wellness design will feel the positive impact of adopting the concept. Interior will have a positive impact. Well-being and wellness are responses to interior stimuli. So that it strengthens the hardness and sense of place. (Kusumowidagdo, et al., 2015)

In the realm of business strategy, understanding the concept of switching costs is pivotal, as it elucidates the challenges and opportunities in customer retention. High switching costs, as delineated by Porter (1997), can serve as a formidable barrier for consumers contemplating a switch to competing services. These costs encompass not only monetary expenses but also time, effort, and emotional investment associated with transitioning from one service provider to another. However, savvy firms can leverage strategic measures to mitigate switching costs and cultivate customer loyalty.

One effective strategy for retaining customers and fostering long-term relationships involves customizing services to align with the perceived value offered. Implementing a simple and transparent payment system, such as requiring a Down Payment (DP) upon reaching an agreement regarding the project and required services, can serve as a potent tool in this regard. The DP typically ranges from 20 percent to 50 percent of the total project cost, providing both the client and the firm with a tangible commitment to the engagement.

The imposition of a DP serves multiple purposes, all of which contribute to enhancing customer retention and firm profitability. Firstly, it demonstrates the client's seriousness and commitment to the project, indicating a willingness to invest resources in realizing their vision. This initial financial commitment acts as a psychological anchor, fostering a sense of ownership and accountability throughout the project. Moreover, from the firm's perspective, the DP serves as a safeguard against potential losses associated with project cancellations or delays, providing a buffer against unforeseen contingencies.

Furthermore, the requirement of a DP fosters transparency and clarity in the payment process, mitigating any ambiguity or uncertainty regarding financial obligations. By clearly outlining the terms and conditions upfront, including the DP amount, payment schedule, and refund policy, firms can instill confidence in clients and alleviate concerns related to financial transactions. This transparency not only builds trust but also minimizes the likelihood of disputes or misunderstandings arising during the project.

Additionally, the DP serves as a mechanism for managing cash flow and optimizing resource allocation within the firm. By securing a portion of the project funds upfront, interior design firms can better plan and allocate resources, such as materials, manpower, and overhead expenses, to ensure timely and efficient project delivery. This proactive approach not only enhances

operational efficiency but also minimizes the risk of overcommitting resources or experiencing liquidity constraints during the project lifecycle.

Moreover, the imposition of a DP can act as a deterrent against opportunistic behavior or frivolous inquiries from potential clients. By requiring a financial commitment upfront, firms can filter out serious inquiries from casual inquiries, thereby focusing their efforts and resources on high-potential opportunities. This selective approach helps streamline the client acquisition process, allowing firms to cultivate a client portfolio characterized by quality rather than quantity.

Measuring the potential revenue generated from the market is a crucial aspect of assessing the attractiveness of revenue streams (CFI, 2020). Customers engaging interior designers often weigh various factors such as price, service quality, and the speed of work when making their decisions. Therefore, understanding and addressing these considerations are paramount for interior design firms aiming to maximize revenue and profitability.

One of the primary strategies for building customer trust and enhancing revenue attractiveness is establishing a clear and transparent payment system. This system ensures certainty in the payment process for each project, thereby instilling confidence in clients and fostering long-term relationships. By clearly outlining payment terms,

including pricing structures, installment plans, and accepted payment methods, interior design firms can streamline the transaction process and mitigate any potential misunderstandings or disputes regarding payment.

Furthermore, a transparent payment system demonstrates professionalism and reliability, attributes that are highly valued by customers seeking interior design services. It creates a sense of accountability and integrity, reinforcing the reputation of the firm and positioning it as a trustworthy partner in the eyes of clients. As trust is fundamental to customer loyalty and retention, investing in a robust payment infrastructure is essential for sustaining revenue growth and competitiveness in the market.

In addition to transparency, interior design firms can enhance revenue attractiveness by focusing on delivering exceptional service quality. Customers are willing to pay premium prices for superior craftsmanship, attention to detail, and personalized solutions that meet their specific needs and preferences. Therefore, investing in talent acquisition, training programs, and quality assurance processes is essential for maintaining service excellence and differentiating the firm from competitors.

Moreover, emphasizing the speed of work can also contribute to revenue attractiveness by increasing operational efficiency and customer satisfaction. Timely project delivery not only

enhances the overall client experience but also minimizes downtime and opportunity costs for both the firm and its clients. Implementing project management tools, optimizing workflow processes, and fostering a culture of accountability and collaboration among team members can help accelerate project timelines and improve revenue-generating capacity.

Beyond the core aspects of price, service quality, and speed of work, interior design firms can further enhance revenue attractiveness by diversifying their service offerings and expanding into complementary areas of expertise. For example, incorporating sustainable design practices, leveraging emerging technologies such as virtual reality and augmented reality, and offering integrated solutions that encompass interior architecture, furniture design, and spatial planning can broaden the firm's appeal and attract a wider range of clientele.

Additionally, cultivating strategic partnerships and collaborations with suppliers, contractors, and other industry stakeholders can unlock new revenue streams and business opportunities. By leveraging collective expertise and resources, interior design firms can access specialized skills, access to new markets, and economies of scale that contribute to revenue growth and market expansion.

As such, revenue traction in the interior design industry depends on a variety of factors, including

pricing strategies, service quality, speed of work, and transparency in the payment process. By prioritizing customer trust, service excellence, operational efficiency, and innovation, interior design companies can maximize revenue potential and maintain long-term success in an increasingly competitive market landscape. Overall, an analysis of the market forces for interior consulting in the wellness and health design sector reveals a complex landscape shaped by competition, consumer preferences, technology, and regulations.

Key Trends

In the current market trend, interior design consulting businesses specializing in well-being and wellness design approaches are experiencing remarkable growth, primarily driven by the intersection of technological advancements and regulatory changes. This growth is evidenced by the expanding demand within the market, with the wellness design industry attaining a substantial value of \$134 billion and continuing to expand (ArchDaily, 2023). Technological innovations, such as Design Communication Visuals (DDCV) and indoor air quality measurement applications, have emerged as pivotal drivers in shaping the trajectory of this industry (Ruli, 2023; Gattupalli, 2022). Moreover, the proliferation of Internet of Things (IoT) technologies has unlocked novel opportunities by facilitating the integration of smart devices into interior design, enabling functionalities like automated lighting systems and intelligent temperature regulation (Xu et al., 2023).

This technological evolution not only enhances the functionality and efficiency of interior spaces but also aligns them with the growing emphasis on well-being and sustainability.

Furthermore, regulatory changes aimed at promoting healthier living environments and sustainable practices have significantly impacted the interior design landscape. Building codes and standards now increasingly emphasize factors such as indoor air quality, energy efficiency, and access to natural light, driving the adoption of wellness-centric design principles (Global Wellness Institute, 2023). As a result, interior design firms specializing in well-being and wellness are strategically positioned to capitalize on these shifts, offering expertise in navigating complex regulations while delivering innovative solutions that prioritize occupant health and comfort. Additionally, heightened consumer awareness and demand for spaces that support holistic well-being have further propelled the growth of this segment, creating opportunities for firms to differentiate themselves by incorporating evidence-based design strategies that promote physical, mental, and emotional wellness.

In addition to the impact of technology, regulatory trends are also influencing the business. Increased awareness of public health and well-being is reflected in regulatory changes that increasingly emphasize safety standards, well-being certification, and consumer protection (Gattupalli, 2022). Regulations related to

sustainability are also becoming stricter, with an emphasis on the use of eco-friendly materials and energy efficiency in interior design (Global Wellness Institute, 2023).

Social and cultural trends wield significant influence over the trajectory of the interior design business, shaping consumer preferences and industry dynamics in profound ways. A notable trend is the escalating awareness surrounding physical and mental well-being, which has catalyzed a shift in consumer preferences towards environments that prioritize holistic wellness.

As noted by Valeris (2018), this burgeoning awareness underscores the growing demand for interior designs that not only embody eco-conscious principles but also resonate with individuals' personal well-being aspirations. Consequently, there's a rising inclination towards eco-friendly designs, personalized spaces, and environments that foster mental health and emotional equilibrium.

Moreover, the pervasive influence of visual communication platforms and social media channels has transformed the landscape of consumer inspiration and preference formation in interior design. The advent of social media platforms as repositories of design inspiration and trend dissemination has empowered consumers to actively engage with diverse design aesthetics, driving demand for innovative and visually compelling interior design solutions.

Furthermore, the evolving nexus between social and cultural dynamics and interior design preferences underscores the need for businesses to remain attuned to shifting societal paradigms and cultural sensibilities. The Global Wellness Institute's insights (2023) further corroborate this trend, emphasizing the interplay between cultural shifts, technological advancements, and consumer expectations in shaping the contemporary interior design landscape.

By leveraging insights gleaned from social and cultural trends, businesses can adeptly tailor their design offerings to resonate with evolving consumer sensibilities while aligning with broader societal values and aspirations. This proactive approach not only enhances market relevance and competitiveness but also positions interior design firms as catalysts for positive social change and cultural innovation.

Social and economic trends also have a significant impact on the business. Increased health awareness, post-pandemic recovery, and the growth of the fitness and wellness industry are major factors influencing the demand for interior design services (ASID Outlook, 2023). Flexibility in payment and finance is also increasingly favored by consumers, influencing business models in the industry. In addition, global economic growth and property market conditions are also important factors influencing the demand for interior design services (Ardianto, 2022).

In the dynamic landscape of the global market, interior design businesses must remain vigilant and adaptable to various macroeconomic factors that influence industry dynamics. Key considerations include monitoring global economic growth trajectories, housing and property market conditions, and the intensifying wave of global competition. Insights from the ASID Outlook (2023) underscore the significance of understanding consumer trends and anticipating shifts in social and cultural paradigms, which play pivotal roles in shaping market demand and preferences.

Furthermore, capital market conditions wield substantial influence over investment decisions and business growth trajectories within the interior design sector. Fluctuations in capital markets can significantly impact the availability of funding for expansion initiatives, research and development endeavors, and strategic acquisitions, necessitating a nuanced approach to financial management and resource allocation.

Moreover, the sustainable utilization of commodities and resources in interior design practices emerges as a critical imperative amid growing environmental consciousness and resource constraints. As highlighted by the Global Wellness Institute (2023), the industry must prioritize sustainability initiatives and adopt eco-conscious practices to mitigate environmental impact and promote responsible stewardship of natural resources. Embracing sustainable design

principles not only aligns with evolving consumer preferences but also positions businesses as proactive agents of change in fostering environmental sustainability.

Furthermore, considering the availability of local resources in design processes can enhance operational efficiency, reduce logistical complexities, and foster community engagement and economic development. By embracing a holistic approach that integrates economic, environmental, and social considerations, interior design businesses can navigate the complexities of the global market landscape and drive sustainable growth in alignment with global wellness imperatives.

Finally, economic infrastructure, especially in the healthcare sector, plays an important role in improving people's quality of life and influences the demand for interior design services that support well-being. Improving people's access to quality healthcare is a key focus in the development of economic infrastructure.

With these trends in mind, interior design consulting businesses that focus on the well-being and wellness design approach can identify opportunities and challenges in the global market. Through a deep understanding of the economic, social, and technological factors affecting the industry, businesses can develop effective strategies for long-term growth and success in this competitive industry.

CONCLUSION

The analysis of the interior consulting industry reveals several challenges and opportunities in the realm of well-being and wellness design. Among the key problems faced by businesses in this sector are intense competition with established players, resource constraints, and a lack of clear positioning. However, these challenges are accompanied by numerous opportunities for growth and innovation. Collaboration with stakeholders emerges as a vital avenue for success, leveraging expertise and resources across the value chain. Additionally, there is a burgeoning demand for well-being and health-focused design solutions, driven by increasing consumer awareness and the rise of competitor insurgents offering fresh perspectives and services. Clear positioning strategies and the ability to offer innovative products and services are crucial for firms to differentiate themselves in a crowded market.

Examining market forces further underscores the complexities and dynamics at play. While competition remains high and customer awareness levels vary, there is a significant opportunity to capitalize on the growing demand for health and wellness-oriented design solutions. Service and product innovation, coupled with increased customer awareness, present avenues for firms to carve out their niche and attract clientele. Partnerships and collaborations with complementary businesses can also amplify market presence and offerings, enhancing the value proposition for customers.

Key industry trends offer valuable insights for exploration and investment. Wellness and health trends, amplified by post-pandemic needs, create opportunities for interior consultants to cater to changing consumer preferences. The intersection of fitness and health industry requirements with interior design fosters innovation and market growth. Embracing sustainable design, adopting new technologies, and prioritizing workplace well-being enable firms to meet evolving client needs effectively.

In conclusion, while challenges exist, the interior consulting industry specializing in well-being and wellness design is poised for growth and innovation. By navigating market forces, leveraging key trends, and capitalizing on emerging opportunities, businesses in this sector can thrive in an increasingly competitive landscape while making meaningful contributions to the health and well-being of their clients.

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