

# Proxemics Study on The Customer Activity of Bank Mandiri Branch Office Surapati Bandung Based on Customer's Privacy Level

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**Abstract.** Proxemic Studies are usually defined as interpersonal range of humans in a space. At each activity, people can determine the distance of interaction with others according to their privacy needs start from intimate range to public range. As one of the public spaces, bank is a place to raise public funds wherever various public interpersonal range that happen suitable with privacy in every customer activity. Usually, customers who come to bank will queue either standing or sitting with different interpersonal interactions depending on the number of customers at certain time. Public will cause different proxemic problems in every customer activity. This research is focused on the proxemic problems of customer activities in banks start from coming to completion with all the needs of its activities. This research is uses desk research method with descriptive analysis as the first step such as searching in media publications. Results of this study showing the interaction between customers in banks starting from the lowest to the highest privacy. Each customer related activity will receive a proximity study that show interest to account privacy level, interaction and convenience among customers.

**Keywords:** proxemics, bank, customer, activity, privacy

## 1 Introduction

According to Edward Twitchell Hall, the proxemic is another way to explaining the relationship between his observations and the theory of how one uses a specific space in the habit of communicating between personal [1]. Interaction is a type of action that happen when objects have an effect on each other. Interactions that happen to each individual in a space will always affect every activity of individuals who live it. So it can be concluded that proxemic study is the distance between interpersonal communication of human in a space, that need to pay attention to level of its privacy before determining the distance from interaction with certain facility.

In accordance with the proxemic theory of Edward Twitchell Hall, the distance between individuals has several stages ranging from the nearest to the furthest range are intimate

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range, individual range, social range, and public range. Too many people in an area is one of things that can cause uncontrollable interpersonal spacing then someone feels his privacy has been disturbed.

As a business entity that raises the largest public funds in Indonesia, Bank Mandiri will receive many visitors of customers who come every day. In the proxemic study, a bank needs a right privacy controls and appropriate with customer's needs so that interpersonal interaction and comfort can be intertwined while undergoing every activity.

Every customer who comes to a bank usually come individually or in groups and will automatically make interaction between customers' visitors. Banks will receive customers an average of 30 people per hour every day with different needs and have various activities as well. Starting from entry, filling out forms, and queuing up to complete what customer's needs. Based on the number of activities and interactions that provide the possibility that there will be proxemic studies based on the level of privacy.

This study intend to find out how the necessary proxemic studies are based on interactions among customers in self-contained banks that match the level of privacy and comfort during their activities.

## **2 Methods**

This research uses desk research method with descriptive analysis. Desk research method itself is a research technique conducted by researchers as the first step such as searching information through books, internet and other publications. While for descriptive analysis done by way of data collection through observation and interview on object of case study, and then data will be collected, processed and analyzed. The collection of data objectively through observations made to obtain primary data. And written sources serve as a secondary data source for basic analysis.

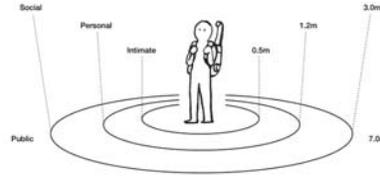
## **3 Theory and Concepts**

### **3.1 Proxemic concept**

Proxemic is the study of body position and body range in space or the study of how a person is unconsciously involved in the structure of space or physical distance between humans as something of daily social intercourse. The first term of Proxemics was introduced by Edward Twitchell Hall that explains the inter-human range according to the way they interact [1]. The basic assumptions of the Edward Twitchell Hall theory have three basic forms of interpersonal space, that is:

- Fixed feature space is a structure that can not be moved without our consent.
- Semi fixed feature space is the structure of space that can be moved according to our will or our reach.
- Informal space is the space or territory around our body with others.

Any human interaction that happen in space will have an interpersonal distance that can affect communication to someone safety. Proxemic problems that happen between people can also be influenced by age, gender, status to the culture of a person who causes interpersonal set their zones respectively. Edward Twitchell Hall divides four categories of distance that can be used as a research base, that is:



**Fig. 1.** Proxemics Range (Source: [www.wix.com](http://www.wix.com))

- Intimate distance  
In this zone someone keeps it as if this zone is private property. Only emotionally close people can enter it like lovers, parents, husband and wife, and children. Therefore, in this zone someone can make physical contact because it is generally within 15-46 centimeters (touch-18 inches).
- Personal distance  
This zone have an areas ranging from 46 centimeters-1.2 meters commonly used for family and friends.
- Social distance  
This zone applies to people who are not well known or even foreign, as when someone talks to a shop assistant or a conversation among colleagues. Generally spaced 1.2 - 3.6 meters (4-12 feet).
- Public distance  
This zone is used for formal discussions, for example in-class discussions between lecturers and students. Spatial zone 12 feet (3.7 m or more) apart.

### 3.2 Territoriality Concept

Territoriality is the ownership of a person to an area. Julian Edney in 1974 defines territoriality as something related to physical space, signs, possessions, defenses, exclusive use, personality, and identity. This includes dominance, control, conflict, security, lawsuits, and defense [2]

In humans, this territoriality serves not only as a manifestation of privacy, but furthermore territoriality also has social functions and communication functions. Privacy, affiliation and possible attainment, teritoriality is classified as follows:

- Primary Territory are places that are very personal in nature, should only entered by people who are very familiar or who have received special permission. These territories are owned by individuals or groups of people who also control the use of territory relatively permanently, with respect to everyday life. For example, a person's bedroom or work space.
- Secondary Territory are places that are shared by a number of people who already know each other quite well. Control of this territory is not as important as use with strangers. For example, classrooms, campus cafeteria, gymnasium, etc.
- Public Territory are public places. In principle, everyone is permitted to be there. For example, shopping centers, recreation, cinema and public transportation

### 3.3 Privacy Concept

Authors	Conceptualization of privacy	Rule of control	Meaning of control	Nature of control
Altman (1976)	Privacy is conceptualized as a selective control of access to the self or to one's group.	Privacy is defined as a reciprocal control.	Control is conceptualized as an active and dynamic regulatory process.	Behavioral
Canell and Murphy (2000)	Privacy is defined as consumers' control of their information in a marketing interaction and the degree of their knowledge of the collection and use of their personal information.	Control is one dimension defining privacy.	Control refers to the ability to decide the amount and depth of information collected (i.e., through opt-in and opt-out options).	Behavioral
Gutwin (1983)	Privacy is defined as the ability of an individual to control the access others have to personal information.	Control is a core dimension underlying attitudes toward privacy.	Control refers to the ability of individuals to decide how their information is shared. Loss of control is operationalized as a dimension of privacy concerns.	Behavioral
Linev and Hart (2004)	Privacy is defined as the right to disclose information about oneself.	Perceived ability to control is an antecedent to privacy concern.	Control refers to the mechanism a website provides for consumers to control their submitted personal information.	Behavioral
Sussman (1981)	Privacy is defined based on two dimensions of control: control of information disclosure and control over unwanted intrusions into the environment.	Privacy is defined as control.	Control refers to the ability to decide (a) the presence of other people in the environment and (b) dissemination of information related to or produced during a transaction.	Behavioral
Hosley et al. (2010)	Privacy is conceptualized as individuals' perceived control of their information in an online social interaction and the ease of information access by others.	Privacy loss of control can lead to privacy concern.	Control is conceptualized as a psychological perception (instead of actual controllability) and privacy loss of control, prompted by the interface design, can trigger users' privacy concerns.	Psychological
Johnson (1974)	Privacy is defined as secondary control in the sense of need-satisfying outcome effectiveness.	Privacy is defined as behavioral selection control.	Control is conceptualized with two dimensions: primary (direct) and secondary (indirect) personal control over the attainment of privacy-related outcomes.	Behavioral
Larier and Watts (1977)	Privacy is tied to concrete situations with three dimensions: self, age, environmental, and interpersonal.	Control is a marketing variable in the privacy system.	Control refers to the ability to choose how, under what circumstances, and to what degree the individual is to disclose information.	Behavioral
Mahovina et al. (2004)	Privacy is defined as the claim of individuals, groups, or institutions to determine for themselves when, how, and to what extent information about them is communicated to others.	Control is viewed as a dimension of privacy concern.	Control refers to individuals' ability to decide how their information is collected, used, and shared.	Behavioral
Mine and Ruben (2000)	Privacy is defined as a state, on the basis of who controls consumer data and whether consumers are informed of information collection and privacy rights.	Control is one dimension defining privacy.	Control refers to the ability to remove names from marketing list (i.e., through opt-out mechanisms).	Behavioral
Phelps et al. (2000)	Privacy refers to the ability to affect the dissemination and use of personal information and control over unwanted use.	Control is one dimension defining privacy and is an antecedent to concern for firms' information practices.	Control refers to the ability to influence how personal information is used and who will have access to it.	Behavioral
Zweig and Webster (2000)	Privacy is implicitly defined as the extent to which people can control the release and dissemination of personal information.	Control is an antecedent to perceived invasion of privacy.	Control is operationalized as the technical ability to control over what social network images is displayed.	Behavioral

**Fig. 2.** Frequent Linkage of Privacy and Control (Source: <https://www.semanticscholar.org/>)

Every public space have a different level of privacy for each activity. Privacy is the level of interaction or openness that a person wants in a particular condition or situation. The desired level of privacy concerns openness or closeness, the desire to interact with others, or simply want to avoid or try to be difficult to achieve by others. According to Altman, privacy is a selective process of controlling access to self and access to others. Altman explain some privacy functions, that is:

- As a regulator and controller interpersonal interaction which means how far the relationship with others is desired, when to be alone and when to be together with others. Privacy is divided into two types, namely low privacy (occurs when relationships with others desired), and high privacy (occurs when wanting to be alone and relations with others reduced).
- Plan and make strategies for connecting with others, which include intimacy/distance in dealing with others.
- Clarify self-identity [3]

There are factors that affect the privacy of:

- Personal Factors  
Differences in personal background will relate to the need for privacy. In his research, it was found that children who grew up in a crowded home atmosphere would prefer an anonymous and reserve state as adults. While people spend most of their time in the city will prefer anonymous state and intimacy.
- Situational Factors  
Some research on privacy in the world of work, generally concludes that the satisfaction of the need for privacy is closely related to how much the environment allows the people in it to be alone
- Cultural Factors  
The discovery of some researchers on privacy in different cultures (such as Patterson and Chiswick in the Iban tribe of Kalimantan, Yoors on the Gypsy and Geertz in the

Javanese and Balinese) saw that each culture found no difference in the number of privacy desired, different in the way they get privacy

Judith Wagner DeCew bases the importance of privacy in defending a space where both personal and social lives may unfold. She argues, “Privacy acts as a shield to protect us in various ways, and its value lies in the freedom and independence it provides for us. DeCew’s definition of privacy contains three aspects. Informational privacy provides individuals with control over how information about them is made available. Accessibility privacy protects the individual from intrusions by others regardless of whether or not information about that individual could be gained from these intrusions. It addresses physical access. Similarly, expressive privacy protects a space for individual self-expression. Accessibility privacy and expressive privacy both protect a realm for the individual where the disclosure of information is not necessarily at stake. By defending people’s lives from unreasonable intrusion, privacy protects personal speech and activities by removing them from scrutiny.

Both Reiman and DeCew use privacy arguments to protect individuals from particular intrusions and broad social control. Their arguments take defensive positions in terms of the rights of individuals to be left alone. In the context of surveillance, data collection is framed as an intrusion on the individual by documenting information about or providing access to actions by the individual. While Reiman focuses on privacy, his emphasis on the moral and critical dimensions of personal development allude to social relations in addition to individual rights. DeCew’s accessibility and expressive privacies support a space for sociality shielded from intrusion and for expression, respectively. DeCew argues that privacy should thereby be valued for the social space it creates. However, in addition to defending sociality through the privacy rights of individuals, the sociality itself may have a value that isn’t reducible to privacy. While privacy protects individuals, the sociality of groups and the significance of public places requires further attention.

## 4 Result and Discussions

### 4.1 Customer Activity in The Bank Mandiri

Bank Mandiri Branch Office Surapati Bandung is a fairly large public space considering Bank Mandiri is one of the largest banks in Indonesia. Most of bank customers are teenagers to adults who will interact in every activity in the bank.

As a business entity that raises public funds, independent banks will receive customers from entry up to complete what customer’s needs. In this study, proxemic observations were seen from the interpersonal spacing of customers with the range of communication as well as interaction with privacy. In a bank, customers will interact in two different activities, that is with customer service officer and with teller in teller counter. Here is the customer activity flow in the bank:

– Customer Service Activity Flow

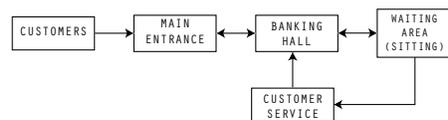


Fig. 3. Customer Service Activity Flow (Source: Personal Data)

– Counter Teller Activity Flow

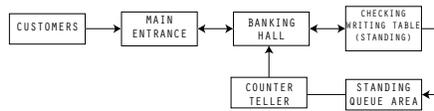


Fig. 4. Counter Teller Activity Flow (Source: Personal Data)

4.2 Analysis Result

4.2.1 Main Entrance



Fig. 5. Main Entrance (Source: Personal Documentation)

Main entrance is an area where customer's going in and out at Bank Mandiri Surapati Branch Office. The Foyer section has the activity of take the queue number or take the necessary data form. In this area, every customer has a low level of privacy because the customer doesn't do much activity involving personal information and is not confidential. Despite the low level of privacy, this area allows for intimate range and personal range between customers and employees—who will not disturb the privacy of each other because the customer doesn't have a lot of activity and doesn't take a long time with bank employees.

Based on existing activities, in this area will not create too much interaction with each other because the inter-customer who comes has no relationship and doesn't allow excessive interaction. Therefore, every customer have distance territorial / public territory boundary with every person who is in the area.

4.2.2 Waiting Area of Customer Service

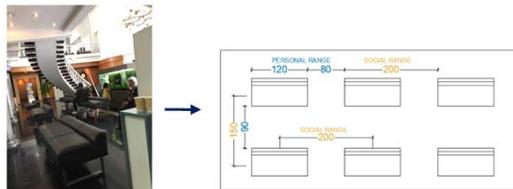


Fig. 6. Waiting Area of Customer Service (Source: Personal Documentation)

Before heading to the customer service table, customers will be faced with 6 (six) seating facilities as a waiting area before the queue number is called. While waiting for the queue, customers do not create interpersonal interactions but customers can create an intimate range up to the public range. Customers who require a sitting facility while waiting for a queue, would choose an empty seat or wouldn't choose to sit with another unknown customer unless no more seats are available.

In this waiting area, there are some customers who will be faced with the activity of writing data in a form that has been given before, so that activity will cause a high level of privacy. As for a customer who just sits waiting for a queue and doesn't do any activity, they are usually choose to use their smartphone and belongs to the high privacy. High privacy here doesn't mean the highest or can be called medium privacy, because each customer's activities doesn't make voice communication, so that customer activity here can still be minimized by simply limiting themselves. The privacy generated in this area can create a secondary territorial in a customer, because there are activities that involve personal information and can not be accessed by strangers.

#### 4.2.3 Customer Service Area

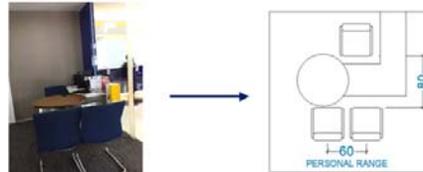


Fig. 7. Customer Service Area (Source: Personal Documentation)

Activities in the area of customer service has the highest level of privacy because there is an interaction between employees and customers that involve voice communications. The interaction that happen in the customer service area is the interaction between employees and customers. The distance between employee and customers is about 70 cm - 90 cm which is included in the personal range. Transactions conducted in this area will be very private or in other words have the highest level of privacy, because each customer has personal information—that is confidential and shouldn't be heard by other customers.

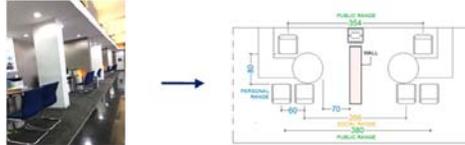


Fig. 8. Distance between Customer Service Table (Source: Personal Documentation)

The distance between the customer service table in Bank Mandiri Surapati Branch Office is quite far, around 150 cm - 170 cm. According to the distance, the range between customers table in the customer service area is included in the social range, and this distance is very appropriate to be applied for the high customer privacy in this area. Based on the highest level of privacy, the boundaries between customer service table are the primary territory, which means can only be accessed by people who are known or have obtained permission from that person.

#### 4.2.4 Checking Writing Table

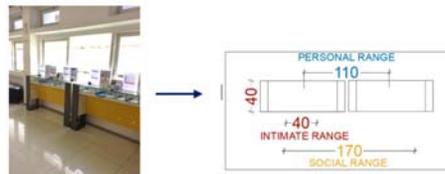


Fig. 9. Checking Writing Table (Source: Personal Documentation)

This area has the facility a table to write and fill in the form before submitted to the teller and the transaction. Every customer with an interest in this area will fill out a form with private data and has high privacy but not the highest, so it can be called medium privacy because every customer only write without making voice communications.

In this area there are 2 tables for writing data and 4 writing areas with a fairly close distance of about 40 cm - 100 cm between customers. There is no interaction between customers in this area but each customer will unconsciously build and maintain their own territory. Customer interpersonal distances in this area are intimate range and personal range. However, although intimate range and personal range can happen here, there is no interaction between customers because customers don't know each other. Based on activity in this area, there is high privacy but not the highest so it can be called medium privacy. The privacy contained in this area allows customers to build a secondary territory and can be accessed by known people.

#### 4.2.5 Waiting Area of Teller Counter

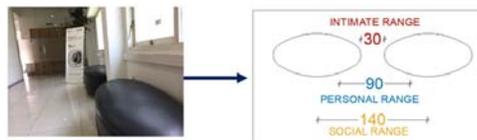


Fig. 10. Waiting Area of Teller Counter (Source: Personal Documentation)

In the waiting area of teller counter, usually only used by some customers who are relatives or customers who come in groups. For customers who come individually, they usually do not use the sitting facility but directly queue at the area of the teller counter that has been provided. This causes the facilities provided were not as much as sitting facilities in the waiting area customer service. Here there are only 2 sitting facilities with a distance of about 70 cm - 80 cm, which allows the personal range between sitting facilities and intimate range who sitting between interpersonal in each facility.

The level of privacy that happens here is lower than the level of privacy in the waiting area of customer service, because the customer wouldn't have to filling the private data but just sit and waiting. Customers who sit and waiting here just limit themselves or building self-limits.

#### 4.2.6 Queue Area of Teller Counter

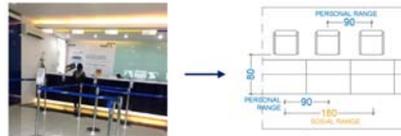


Fig. 11. Queue Area of Counter Teller (Source: Personal Documentation)

Before the customer arrives at the teller counter, the customer will be faced with a standing queue area that has a low level of privacy. This causes a close distance of about 40 cm - 70 cm so it belonging an intimate range and personal range. As one of public space, each individual or group who come and queue here, generally do not have a relationship with each other and that doesn't make interactions interpersonal while waiting in line. The territorial boundary of each individual customer here is the secondary territory, despite the

low level of privacy but each customer will unconsciously set limits on himself with strangers within an intimate range or personal range.

#### 4.2.7 Teller Counter Area



**Fig. 12.** Distance between Teller (Source: Personal Documentation)

In the area of the teller counter, the customer will perform transactions with employees that cause interaction and voice communication. In this area, the customer will provide information with the highest level of privacy, so that boundaries of territory each customer make is the primary territory.

The interaction that can happen in this area is between the customer and the teller employee. This interaction has a distance of about 70 cm - 90 cm which is included in the personal range. The distance between customers in this area has a range of about 90 cm - 200 cm.

So in these two interactions between employees with customers and inter- customers can lead to a personal range and social range. The social range here can happen if every table on the teller counter only filled by some customer's visitors. In this area, customers don't have any interaction because they don't know each other, between customers have different transaction.

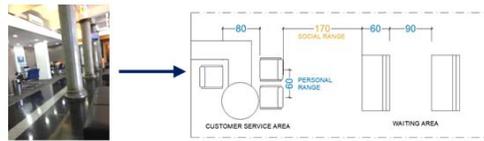
#### 4.2.8 Corridor



**Fig. 13.** Corridor of Bank Mandiri Branch Office Surapati (Source: Personal Documentation)

The corridors in Bank Mandiri will be passed by employees and customers, both customers who have the need for customer service and the need for tellers. In this area, there is the lowest level of privacy influenced by situational factors because each employee and customers will have no activity other than walking or intermediary between rooms. Caused by any activities doesn't involve personal information in this area—the distance will create the social range and the public range that wouldn't interact with anything except those already known.

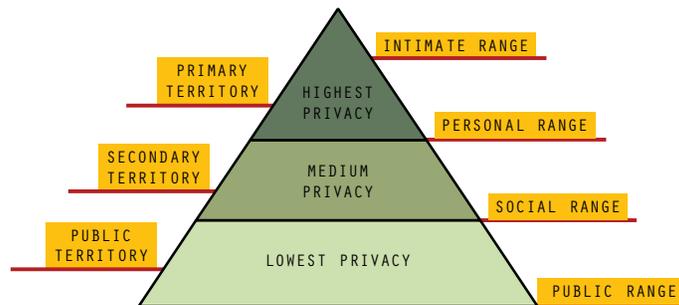
#### 4.2.9 Distance between Waiting Area and Customer Service Table



**Fig. 14.** Distance between Waiting Area and Customer Service Table

As discussed earlier, the customer service desk area will certainly have a high degree of privacy because in this area customers and employees will discuss private information. So causes in the area of customer service have a high level of privacy, the distance between the customer service table and the waiting area customer service based on customer's needs, in order to provide easiness among customers. The distance between the customer service table and the sitting facility in the waiting area ranges from 180 cm - 230 cm, which means included in the social range. The magnitude of this distance is considered appropriate, not excessive or lack based on the level of privacy and the needs of customers and employees.

## 5 Conclusion



**Fig. 15.** Conclusion Concept

The flow of activity in the bank will initially have the lowest level of privacy to the highest privacy level. Every individual in the bank will have a low level of privacy if it does not involve private and confidential communications. As for the highest level of privacy will involve activities that allow private communication. So the more sensitive quality of personal communication will be caused to make a higher level of privacy.

There are 4 categories of interpersonal interaction distance that can happen according to Edward Twitchell Hall that is an intimate range, personal range, social range, and public range. Each customer can determine the distance between every person in accordance with their needs to get the convenience of self, which is divided into 3 territorial boundaries of self that are primary territory, secondary territory, and public territory.

In this proxemic study, it can be concluded that there are interrelated relationships between the interpersonal distance, the boundaries of self-territory and the level of privacy in a public space. The more sensitive quality of personal communication will be caused to make a higher level of privacy. The low privacy level will have a large space of interpersonal distance and the higher level of privacy will have a small space of interpersonal distance. This study provides an overview of the effect of privacy on the customer's activities who require the distances of interaction, and the accurate limits of self-territory for the convenience of customers to each other.

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