INFLUENCING FACTORS AND ATTRACTIVENESS OF SHOPPING MALL TO MALL BEHAVIOUR OF PEOPLE IN JAKARTA

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Abstract-The aim of this research is to understand the important factors of people in Jakarta when they going to shopping malls and the attractiveness of shopping mall that influencing shopping behaviour of people in Jakarta. Masive growing of shopping mall in Jakarta made Jakarta to be a city with the most malls in the World, and it make the traditional market reduced. Leisure and completeness of a shopping mall influenced the Attractiveness of shopping mall and can be seen with the number of visitors in malls. Many factors of shopping mall considered by customers for choosing their favourite mall. The of the location of the shopping mall, mall shopping behaviour and also factors that make a mall or shopping center becomes more attractive to costumers. Many pro and contra about the growing of shopping mall in Jakarta, eventhough government of Jakarta is planning to forbid the property company to build mall in Jakarta by their regulations.

Keywords: *Mall Shopping Behaviour, Mall Attractiveness, Government Regulation, Leisure and Completeness, Location, Pro and Contra of Shopping Mall.*

Introduction
Shopping center as a group of retail businesses planned, developed, owned, and managed as a unit. A regional shopping center, or regional shopping mall, the largest and most dramatic shopping center, contains from 40 to over 200 stores. Retail is defined as all activities involved in selling goods or services directly to final consumers for their personal or non-business use. Retailer is business whose sales come primarily from retailing (Kotler and Armstrong, 2012).

Shopping mall or shopping centre is one of the real estate business and trade that is growing in Indonesia, especially in Jakarta. Jakarta is a city that has the most shopping center in the World. Jakarta's people have much enthusiasm for shopping. Shopping centre or mall is the first choice for Jakarta's people to shopping. Mall was built to be the destination for shopping, but now mall has changed to be multi-functional place, such as, to hang out with friends or families, eating, business meeting, movies, even fitness centre (Gym).

Background
The growth of market share for specialized retailers and large departmental stores depends on the size of the consumer segment in a given urban population. It is observed that customer's buying preferences become more diversified as the extent of retail stores increases within a confined area. Thus, the market size reaches a threshold and the consumer's shopping preferences are jeopardized owing to indecisiveness in shopping. However, shopping centers and hypermarkets have become important elements in the urban landscape, though lack of planning and vision has led to chaotic development and congestion of marketplaces, affecting the growth of the retailers (Kok, 2007).

This study discusses the impact of growing congestion of shopping mall in urban areas of Jakarta on shopping convenience and shopping behavior. Based on a survey of urban shoppers, the study analyses the cognitive attributes of shoppers towards attractiveness of shopping malls and intensity of shopping. Personality traits of shoppers affecting preferences for shopping malls with regard to store assortment, convenience, distance to malls, economic advantage and leisure facilities have also been discussed in the study.

The discussions in the paper also examine the specific evidence of the effects of ambience stimuli such as atmosphere, location, events, public transportation, traffic, parking lot, services, hygiene, security, promotion, sale, mall's size, and design as major indicators of shopping mall attractiveness.

Problem Identification
This research study identification is to answer several question, which are:
1. What is the main factors of mall in Jakarta to attract customers?
2. What is the main purpose of people in Jakarta to go to malls?

Research Objectives
The purpose of this research are:
1. To find the most influencing factor to customers in Jakarta to increase the attractiveness of mall in Jakarta.
2. To find the main puspose of people in Jakarta when they visiting mall.

Limitation
This research's limitation is people in Jakarta which have been or like to spend their time in shopping mall.

Problem Solving
The result of this research can be considered for property business company especially the company who planning to build a mall. Also for the existing mall that want to get more attractiveness for customers in Jakarta.

Literature Review and Hypothesis

Accessibility of a shopping mall can be measured by looking at the ease/difficulty to reach by public transportation. Location of a shopping mall dictates demographics of the area, growth patterns, traffic patterns and competitor's location (Mariotti, 2004).
Hypothesis: External factors of mall influenced the attactiveness of mall

Motivational forces are commonly accepted to have a key influencing role in the explanation of shopping behavior. Personal shopping motives, values and perceived shopping alternatives are often considered independent inputs into a choice model; it is argued that shopping motives influence the perception of retail store attributes, as well as the attitude towards retail stores (Morschett *et al*, 2005).

Hypothesis: Shopping motives and buying power of customers influencing customers shopping behaviour

Methodology
This research methodology are problem discovery, determine research question, study fromn liteerature review, observation mall visit and website observation, questionnaire and statistic analysis. Questionnaire developed to determine the respondents profile, respondents shopping behavior, respondents store importance, respondents internal and external factor importance and respondents perception of internal and external factor of malls. After gathered result of questionnaire, statistic analysis should be done to answer this research questions.

Analysis and Result

The influencing factor towards most visited mall in South of Jakarta is the analysis using statistics analysis software classify discriminant. In this analysis grouping variable of analysis is most visited mall in South of Jakarta with range 1 to 5, 1 is for Pondok Indah Mall, 2 is for Senayan City Mall, 3 is for Gandaria City Mall, 4 is for Cilandak Townsquare and 5 for other malls in South of Jakarta. independents variables are mall store importances and attributes of malls (internal and external attributes). If the Sig. less or equal to 0.05 it means the factor affected the choosing of most visited mall in South of Jakarta by the respondents.

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Table of analysis tests of equality of group means
Tests of Equality of Group Means

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	Wilks' Lambda	F	df1	df2	Sig.
ATMBankMC	.995	.298	4	245	.879
BakIceDrkSnk	.996	.265	4	245	.900
BookHobGif	.974	1.661	4	245	.160
DinResto	.877	8.617	4	245	.000
Entertain	.952	3.066	4	245	.017
FashAcc	.929	4.707	4	245	.001
HangoutCafe	.901	6.754	4	245	.000
HiEnrgSport	.967	2.108	4	245	.080
HomeAppDec	.994	.398	4	245	.810
KidsToys	.982	1.150	4	245	.333
Luxury	.975	1.562	4	245	.185
MscElecTele	.983	1.053	4	245	.380
Retail	.970	1.870	4	245	.116
Services	.995	.303	4	245	.876
WellPamp	.976	1.532	4	245	.193
Location	.985	.920	4	245	.453
PubTran	.973	1.686	4	245	.154
Traffic	.971	1.823	4	245	.125
ParkingLot	.994	.345	4	245	.848
StoreCompl	.975	1.543	4	245	.190
ServicesOff	.990	.640	4	245	.635
MallFacHyg	.981	1.207	4	245	.308
MallComf	.977	1.412	4	245	.231
MallSecu	.990	.614	4	245	.653
MallEvent	.989	.675	4	245	.610
PromoSale	.990	.601	4	245	.663
MallSize	.996	.262	4	245	.902
MallCrowded	.984	.967	4	245	.426
MallDesign	.942	3.782	4	245	.005

In analysis of tests of equality of group means on the table above we can see there are 4 factors that influencing respondent's most visited mall in South of Jakarta. There are Dining Restaurant, Hangout Cafe, Entertainment, Fashion & Acesories and Mall Design. It means, the more the significant factors in a mall, the more that mall have customers, based on this research study. Dining Restaurant is important based on observation mall weekdays. Most of malls visitors is going to mall to eat. That is why Dining Restaurant tenants is important and influenced the respondent's most visited mall in South of Jakarta. Based on my observation on website of malls in South of Jakarta,

Pondok Indah Mall have the most Dining Restaurant, Hangout Café, Entertainment and Fashion Accessories Tenants.

Same as Dining Restaurant, Hangout Cafe also influencing the respondents's most visited mall. Hangout Cafe mostly like Dining Restaurant, serving foods, drinks, the differents between Hangout Cafe and Dining Restaurant is the atmosphere.Most people in Jakarta trapped in traffic and busy of doing their job. Entertainment in a mall will cure that problem of people in Jakarta.The easiest way to see beauty of things is with eyes, Design of mall function is to make mall's visitors eyes satisfied, and also design of a mall made that mall different to another mall.
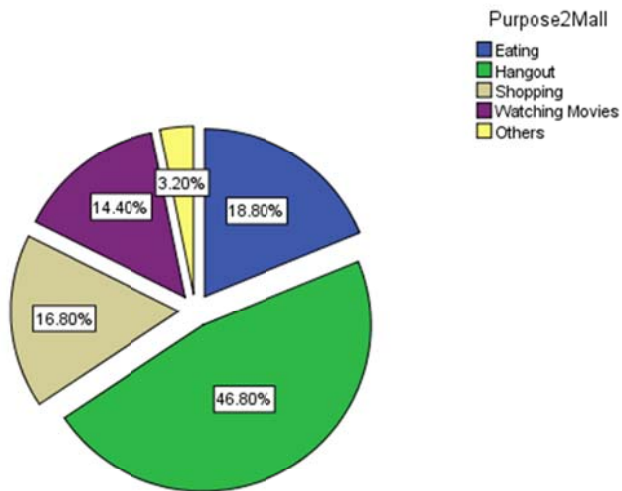
Figure of respondents choice of purpose

Most of respondents in this research purposed to hangout, the name of shopping mall is not all true, because many people mostly young age (12-18 years old) going to mall not for shopping but for hangout.

Conclusion

Fashion and Accessories tenants still important factor for customer to go to mall, eventhough there are other factors that influencing customer to go to mall, such as Dining Restaurant, Hangout Cafe and Mall Design. Mall now adays is not always about shopping, for example Street Galery in Pondok Indah Mall it is Dining Mall. Mall's management should concern about the motivation of customers when visiting their malls, make new concept design of the mall also attract the customers.
The idea of shopping mall for the place for leisure shopping has changed. In chapter 5 paragraph one above, you can see that Hangout Cafe is important factors to attract customers, and it also the most selected purpose of this research respondents to visit malls. From the result of analysis people in Jakarta are like social life, hangout rather than other factors when they visiting mall.

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